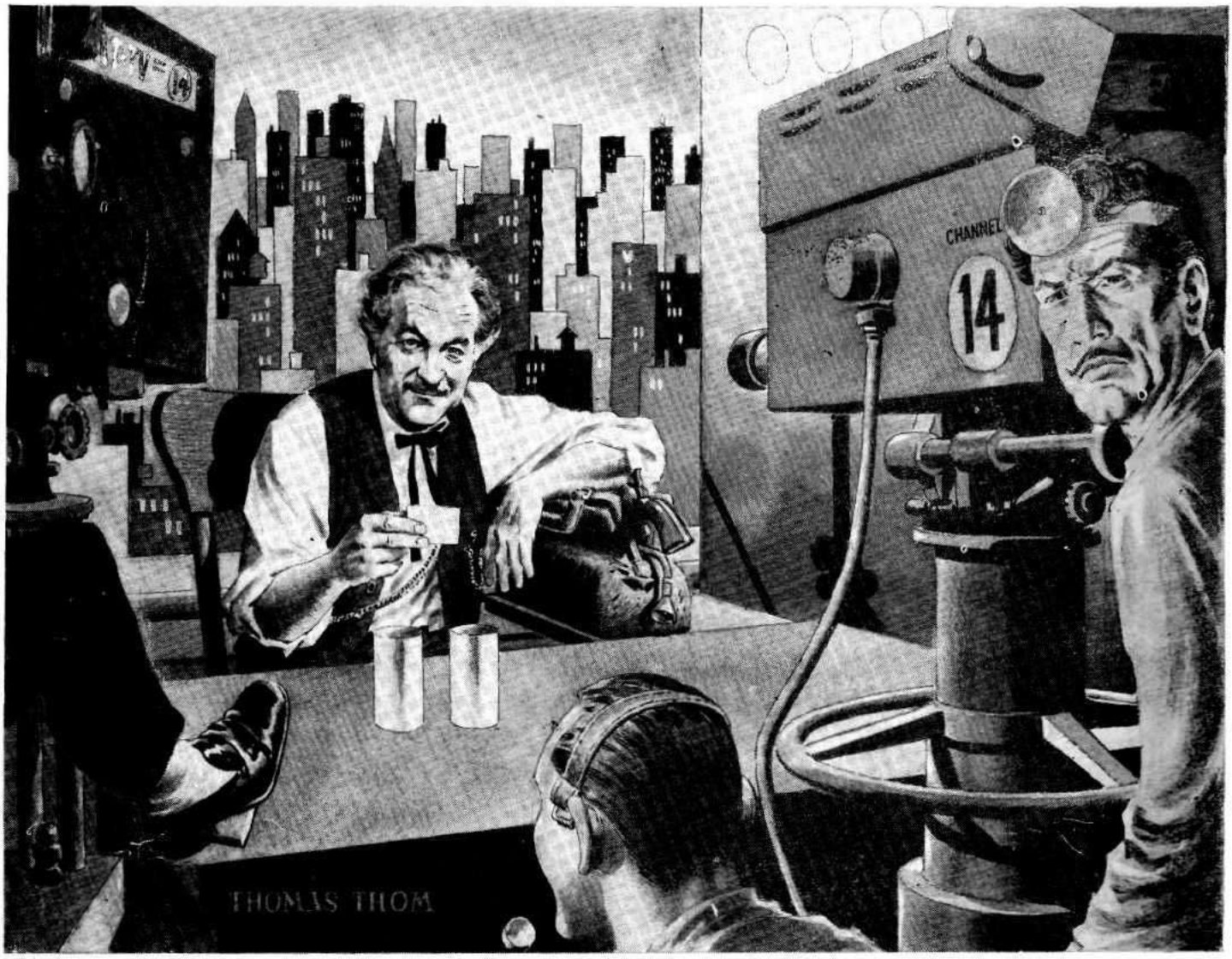
YOU TOO CAN BE POPULAR

CRACKED

A

JULY 25¢

SPECIAL POPULARITY KIT (SEE BACK COVER)



THE TELEVISION COMMERCIAL—reproduced here is one of a series of original oil paintings stolen by Cracked magazine.

Great Moment in Medicine

One of the greatest moments in medicine is the suspenseful one just before the commercial goes on the air, in which a doctor endorses a product. Thousands of medical specialists are now earning their living in this important new field.

This was not always so. Years ago, doctors had to be content working at menial jobs in private practice and hospitals. They just attended to their patients and never reached any national prominence. Today a doctor does a cigarette or aspirin commercial and is seen by millions—giving the American Medical Association the glory it deserves. And Darke-Pavis has contributed greatly to this significant development by preparing doctors for these vital tasks. Pioneers in such invaluable devices as photogenic stethescopes, medical makeup and bedside TV manner, Darke-Pavis has taken the doctor out of his obscure place in the hospital and into national fame all over the world. The result is an ever increasing focus on the medical profession never before known —a result we are proud to have brought about.

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DARKE-PAVIS *Pioneers in better doctors' commercials*

CRACKED

No. 20 JULY, 1961

PUBLISHER: Robert C. Sproul **EDITOR:** Paul Laikin

PRODUCTION: George Peltz

ARTISTS: John Severin, Vic Martin Laino, Sam Hayle, Le Poer, Betty Silon.

WRITTEN BY: Paul Laikin (and other eccentrics) **JANITOR:** Sylvester

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ABOUT THE COVER

Second in a series of "You Too" issues, this one tells you how to be popular. It is dedicated to all those who want to get ahead. And artist John Severin, who drew it, can certainly use one. The cover shows Sylvester, our janitor, getting the girl despite some serious competition from "The Clan." The rest of the book shows Laikin, our editor, writing the articles despite some serious competition from "The Artists."

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An article which plainly tells you how to lose weight just by doing simple exercises—and also how to lose readers just by doing simple articles like this one.

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An article which once again illustrates a great epic poem from the past—and which once again is guaranteed to drive it even further back into obscurity.

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HANDWRITING ANALYSIS 12

An article which scientifically studies various samplings of human handwriting—and which is analyzed by a man who himself has seen the handwriting on the wall.

LETTERS

Dear Editor:
I think you have a neat magazine and your artists are just about the best, and your stories are cool. So when do I get paid?

MARK JOHNSON
MADRID, SPAIN

The artists don't so why should you???

I think your magazine is the most—
—except the Shut-Ups. I don't get it.

JOHN GLADISH
BLUE JAY, CALIF.

So shut up!

I think you clods write your own "letters." If you don't then prove it to me by putting these insulting sentences in your crummy magazine so I can find outn the truth.

TED KNIGHT
LUTHERVILLE, MD.

O.K.? So there! ! !

Why do people write ugly comments to you? If they don't like the magazine they don't have to read it. Half the people that write and pop off usually keep on reading it. I like it.

BETTY MAHLE
HOUSTON, TEXAS

So you're the one? ? ?

Upon examining your October issue I found that in your article "Occupational Calendars" the calendar for policemen had noe noteworthy feature—Graft Tuesday falls on a Monday. Does this happen often?

DONALD R. LAMBERT
LOS ANGELES, CALIF.

No. That time our artist took graft to throw the week.

First let me tell you that I think your magazine can only appeal to the stupid and ignorant people on this earth, and if anybody is stupid and ignorant, I am.

PETER McKEON
HOLLIS, N. Y.

Welcome to the club.

Just saw my first copy of Cracked. Congratulations, Mr. Editor. Hope it's a big success. . . .

PHYLLIS COHEN
NEW YORK CITY

So when's the next party? ? ?

I'd really like to know how Mr. Laikin looks. You see, I've never before read such trash as Cracked and I'd like to know how the great clod who edits the whole mess looks. So please send me a photo of this monster.

KURT ERIKSSON
STOCKHOLM, SWEDEN

Take one off the wall of your nearest post office.

BOY! You guys at Cracked really fooled me. When I pasted my picture on the "Wanted Poster" you did, my friends, immediately grabbed me and I had to go to a cell while he got $1000.

LARRY BAKUR
BROOKLYN, N. Y.

You should be in jail for writing letters like this!

It is my duty as a citizen of Australia to congratulate you for the stupendous effort Cracked has had on us. It is the gooniest magazine that I've ever read, and if you persist in publishing it any longer, in no time at all the American people will be converted into a race of mawkish morons. . . .

HASTINGS ROAD
SYDNEY, AUSTRALIA

So what? It's time for a change! ! !

I have a puzzle for John Severin. Enclosed is my photo and a drawing of what I think John looks like. Now make John send me a photo of himself and a drawing of what he thinks I look like.

MIKE MAFFEI
MEMPHIS, TENN.

It's unnecessary. John looks exactly like your drawing.

I've been collecting Cracked from the first time it came out. Just last week we were cleaning upstairs and my mother accidentally threw them in the garbage. When I found this out I almost killed her. . .

FRANK PIAMPIANO, JR.
LAKE HIAWATHA, N. J.

Why? Did it spoil the garbage? ? ?

I know Cracked must be selling very well now. In my estimation it has improved a great deal but I feel that you would be taking a step forward if you would consider the following: change the title, enlarge the magazine a half inch all around, put in more pages and bring out more issues.

RON SHANK
HIALEAH, FLA.

A bigger step forward would be selling more copies!

I think your magazine is stupid, ridiculous, idiotic and wonderful. It's one of the best in the whole U.S. I get it at the newsstand every week. . .

MICHAEL JENKINS
GOSHEN, IND.

That's pretty good considering it comes out every two months.

. . . YOUR magazine has had a good reception in our country and there are many fools who want to buy it but just can't get them and I'm one of them.

JOHN CARTER
LONDON, ENGLAND

So smarten up and move to America.

I want to give a subscription of Cracked to a boy in the Navy. . . .

JUDY BUNKER
PHOENIX, ARIZONA

Why? What have you got against him?

Referring to the cover of your December issue, I think you must be "Cracked" to hire such an illiterate artist as John Severin. Anyone who has ever taken history knows that The Decline And Fall Of The Roman Empire was written by John Gunther and not Gibbon. I was so disturbed as a result of this that I didn't even use your magazine as a bath mat as I usually do. What do you intend to do about this?

NEWPORT BEACH, CAL.
ERIC VAN HALL

We intend using your letter as our bath mat.

Congratulations on your wonderful magazine. It is beautifully produced with excellent articles. The ads are spectacular and the ideas magnificent. Your Cracked Reader is also marvelous. Your artist and covers are ingenious. But your editor stinks!

A. E. NEUMAN
LOWER HUTT, N. Z.

There's one in every crowd.

You Crass, illiterate ignoramuses! You're driving me ad nauseum! You've manifested your obvious lack of cognition of the etymological art of orthography! You can't spell a word you should have learned in the elementary educational establishments! In other words—boy, are you dumb! You spell it "antidiestablishmenttarianism", therefore leaving out the "s" between the "ie" combination.

JOHN SPUDICH
GRANITE CITY, ILL.

Just like you left out the "n" between the "d" and "l" in your name.

I thought Cracked is so funny that I showed it to my mother. Now she is cracked and was taken to an insane asylum in a straight jacket. Aren't you ashamed?

STEPHEN OGLITREE
LAWRENCEVILLE, GA.

Why should we be ashamed? Some of our best friends are lunatics.

Cracked is a real crazy magazine. Helps keep your mind off the present.

DON MORRIS
DURAND, MICH.

You're right. Many people go out of their minds while reading Cracked.

I never miss any issue of your excellent magazine.

JOHN L. WILLIAMS
ENDICOTT, N. Y.

Like most people, they never see it so they never miss it.

In your last issue you said everyone who sent in the Intelligence Test would get a grade. Why do you mess around with stupid people like us?

JIMMY FARREN
AMARILLO, TEXAS

Who else we gonna get to read Cracked?

Maybe you don't like Kruschev, but you could at least give him the due respect of spelling his name right!

ERICA FRATKIN
BROOKLYN, N. Y.

But his name isn't "Right."

You sure have a crazy magazine there. Keep it up.

L. D. SUTTON
MOORHEAD, MINN.

Up where?

Somebody goofed. The October issue of Cracked that I bought had two covers on it. I'm glad to see somebody is giving you more for your money.

LOUIS GERHEART
COLONIAL HGHTS., VA.

Somewhere, someplace, there's a clod who got stuck with a coverless book.

Enjoy Cracked very much. I have filled out Do-It-Yourself Captions. Like man, they're really "Cracked." Not as good as the ones by your Cracked writers though.

BARBARA THOMPSON
CHICAGO, ILL.

Flattery will get you everywhere.

In your August Cracked issue, page 27, part 4, number 10, the word is misspelled. It should be spelled antidisestablishmentarianism.

YANKEE CHEESEBOX
MIDDLESEX, N. J.

Your name is misspelled too. It should be spelled YANKEE GO HOME.

Your October issue was very good. Keep up the good work.

JOHN BURGESS
BLOUNTSTOWN, FLA.

Your October letter was very good. Keep up the good words.

Bet this is one of the few legitimate letters you've received, other than bill collectors' letters. However, I'm enclosing a "Rush Job Calendar" in conjunction with your article starting on page 48 in the October issue. Hope you get some kicks out of it.

BERT KIEVER
ROCHESTER, N. Y.

We did. We showed it to a couple of guys and we got kicked out of the office.

I thoroughly enjoyed reading your magazine. This is the kind of humor Australians appreciate very much.

M. C. FARRELL
SYDNEY, AUSTRALIA

We're glad somebody does.

You certainly did a good job knocking those other phonies off the stands, but not with M—.

R. SLATER
PAWLING, N. Y.

Are you kidding? They certainly were—when we knocked them off the stands!

Your takeoff on Tightrope was a scream. . .

STEIN'S NEWS SERVICE
DICK STEIN
FREEHOLD, N. J.

If you ever took off from a tightrope you'd scream too! ! !

PUBLIC APOLOGY

In the Cracked Memorial Tribute of our March issue one of the awards given was to a man called Mike Zetz. We were surprised recently to find that there is a real person named Mike Zetz, the only one in the world incidentally, who also happens to be a top-flight nightclub comedian currently appearing in Miami Beach. We apologize for any embarrassment he may have undergone due to this coincidence and urge all you Florida fans to go catch his act. . .

THANKS to all those who wrote in letters that space did not permit us to use . . . THANKS to loyal Cracked Fan Club members like Suzanne Wilson, Nora McGrath, Elaien Goldsmith and Norma Blank of the Stu Sloves chapter; Paul Pinsky, Ruth & Pete Hodges, Sara Pooh and the Wail Family of the Betty Silon branch; and especially to Edith and Harvey of the Fashion Gallery set . . . THANKS to all those people who sent in material to Cracked that was rejected but still showed great promise, especially the work of Ron Shank, Jerry Foster, William Mayer, Charles Baker, Cecil Ellis, Reese Gault and Chuck Rosene . . . THANKS to the people still sending in the Intelligence Test although our supply of answers has run out, especially to top-graders like Wm. Hasenzahl, Richard Clemence, Walt Brazil, Bill Heneks, C. Stallone and Chadgrille Enwater . . . THANKS mainly to my analyst, without whose help I would never need to write this magazine.

PAUL LAIKIN

THE CRACKED READER IS SELLING OUT! ! !

Yes, the new Cracked Reader is selling out the people—selling out the whole country—selling out the entire world! Get yours today before it's a complete sellout!!! On sale at your newsstand or you can order it by mail—35c plus 5c for handling. Send 40c for your copy to . . .

CRACKED
45 WEST 45th STREET N.Y. C.

I enclose 40c. Please rush pocket-size CRACKED READER

NAME _____

ADDRESS _____

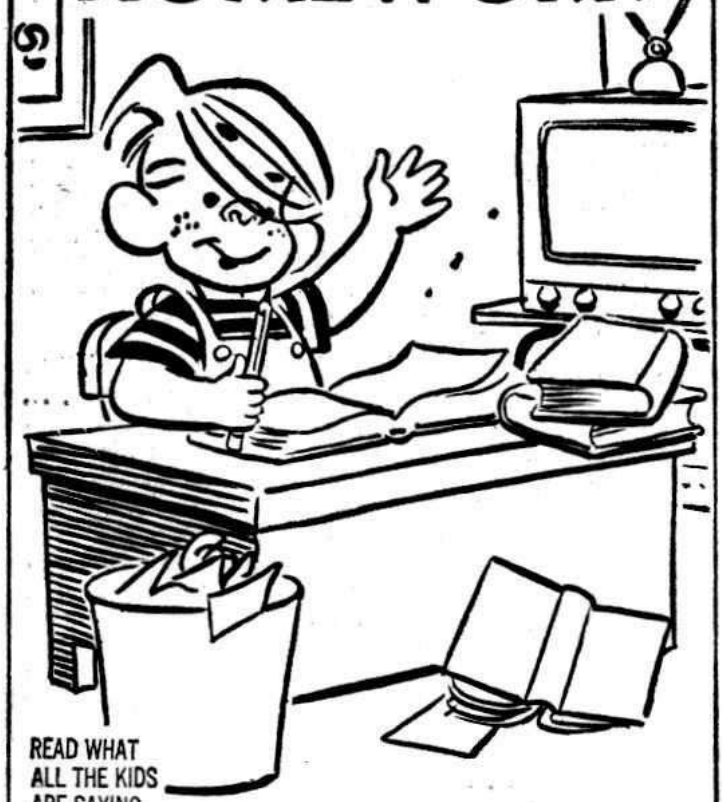
CITY _____

ZONE ____ STATE _____

Recent findings by motivational research organizations have revealed that Madison Avenue plays a bigger role in shaping our lives than we had imagined. It seems that advertising techniques practically condition us to mass thinking from the day we are born. We figure that some of the unpopular institutions in our culture might benefit by this knowledge and let the men in the gray flannel suits market their products just like any other merchandise. If they do, we can just imagine these ads showing . . .

EVERYONE'S PLAYING THE EXCITING NEW GAME CALLED . . .

HOMEWORK



READ WHAT ALL THE KIDS ARE SAYING

"Better than Johnny-On-A-Pony!"
—TOMMY RETTIG

"I like it more than Monopoly!"
—PATTY McCORMACK

"More fun than a barrel of monkeys!"
—J. FRED MUGGS

Yes—thousands upon thousands of children everywhere have already experienced the joy of doing HOMEWORK—America's most exciting new scholastic game.

Today the accent is on the sophisticated and intellectual type of person. You too can fit in to the socially acceptable pattern of tomorrow—by doing HOMEWORK today!

Be the top man on your block when you graduate from school. Get into the swing of things to come. Do HOMEWORK anywhere — at home, at the corner fountain, behind the handball court or wherever you are.

SHARPEN UP YOUR MIND WITH **HOMEWORK**

BY THE **BOARD OF EDUCATION**

"There's Nothing Like Paying Income Tax"

SAYS **JOE LOUIS**

FORMER HEAVYWEIGHT BOXING CHAMP

". . . I wouldn't miss it for the world!"

Yes—there's a certain pride one takes in playing one's part in the support of one's country. You feel stronger inside—and definitely much milder. People look at you differently. You start to feel better immediately. You even look better. So why don't you do as millions of others are doing? Pay INCOME TAX on the handy new form. Do it today. Pay more than your share. Use the large economy size sheet. Why be half-safe? ?

PAY

INCOME TAX

BY

U.S. GOVERNMENT

ON THE HANDY BLACK-AND-WHITE FORM

ACTS TWICE AS FAST AS CHARITY

TO BRING ABOUT A STATE OF WELL-BEING

AT YOUR NEAREST DISTRICT DIRECTOR OF INTERNAL REVENUE OFFICE

HOW MADISON AVENUE CAN MAKE

UNPOPULAR SUBJECTS POPULAR

BE A MAN AMONG MEN

BE

DRAFTED

Someday you will hear the call to arms. Answer it as so many others have done before you. Prove that you have what it takes. Be a hit with the ladies by showing them you're a man. Be there when they need you...

BE

DRAFTED

BY UNCLE SAM

THE BEST AMERICA HAS TO OFFER

UNITED STATES GOVERNMENT ARMED FORCES

"Paying Protection Money to the Mafia was the Wisest Investment I Ever Made."

SAYS **ARNOLD HOTCHKISS**
RETAIL GROCER

DO YOU WANT TO INSURE YOUR OWN FUTURE? THE FUTURE OF YOUR FAMILY?? THE FUTURE OF THE WHOLE NEIGHBORHOOD??

Your money goes a long way to insure your store or business property—and the well-being of your loved ones—when you invest it in your local friendly MAFIA PROTECTION COMPANY.

When your representative calls—give cheerfully, give openly, give honestly.

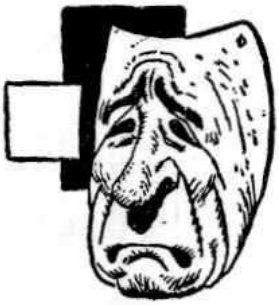
YOU'LL BE SO-O-O GLAD YOU DID!

GIVE TO

MAFIA PROTECTION COMPANY

STAY IN BUSINESS—LOOK AHEAD TO THE FUTURE
—MAFIA SYNDICATE.—

Comedians have always wanted to play great tragedy roles. And sometimes they do, as the case may be. Nevertheless, practically every top comedian has at one time or another expressed the desire to appear in a Shakespearean play. And this has gotten them more laughs than most of their routines. We got to wondering what it might be like if these funny people did these tragic parts. What happened is this funny attempt that turned into a tragic article called .



IF DIFFERENT COMEDIANS PLAYED SHAKESPEARE...

IF MORT SAHL PLAYED HAMLET

To be or not to be; like that's the question;
Check? Check! Whether it's real nobler
In the mind to suffer the slings and arrows
Of outrageous politicians, brought about mainly
By certain rabble-rousers; or to take arms
Against this sea of pseudo-intellectualism,
And, by rebelling, end them. Okay? Okay! Onward!
Where was I? Oh, yeah! To die, to sleep, no more;
And by a sleep to say we end the conflicts
And the thousand emotional shocks that certain
Neurotics are heir to. It's a healthy consummation
Devoutly to be wished. Right? Right! Onward!
To die, to sleep. To sleep; like maybe dream;
See? There's the basic conflict! Got it?
For in that wild sleep of death
What wilder dreams may come when we've adjusted
To that scene, must make us pause. Right?
There's that jazz that makes a hassle of so long life.
For who would bear the whips and scorn of Time magazine,
The Republicans' wrong, the lobbyists' contumely,
The pangs of two-party systems, the Congressional delays,
The ineptitude of elected office, and the administration
That only succeeds in taxing your patience,
When he himself might end it all
With a vote for Socialism. Right? Okay!
Now are there any groups I haven't offended??

Hamlet, Act III, Scene 1

IF SHELLEY BERMAN PLAYED ROMEO

By a name
I know not how to tell thée who I am.
My name, dear saint, is hateful
to myself
Because it is an enemy to thee;
Had I it written, I would tear
the word. _____

_____ uh, huh _____
Neither, fair saint, if either thee
dislike. _____

_____ you don't say _____
With love's light wings did I o'er
perch these walls;
For stony limits cannot hold love out;
And what love can do that dares
love attempt,
Therefore my kinsman are no
let to me. _____

_____ yes, but _____
Alack! There lies more peril thine eye
Than twenty of their swords;
look thou but sweet
And I am proof against their
enmity. _____

_____ what's that? _____
I'll call you back later, honey,
got a bad connection . . .

Romeo and Juliet, Act II, Scene II

IF JIMMY DURANTE PLAYED THE MERCHANT OF VENICE

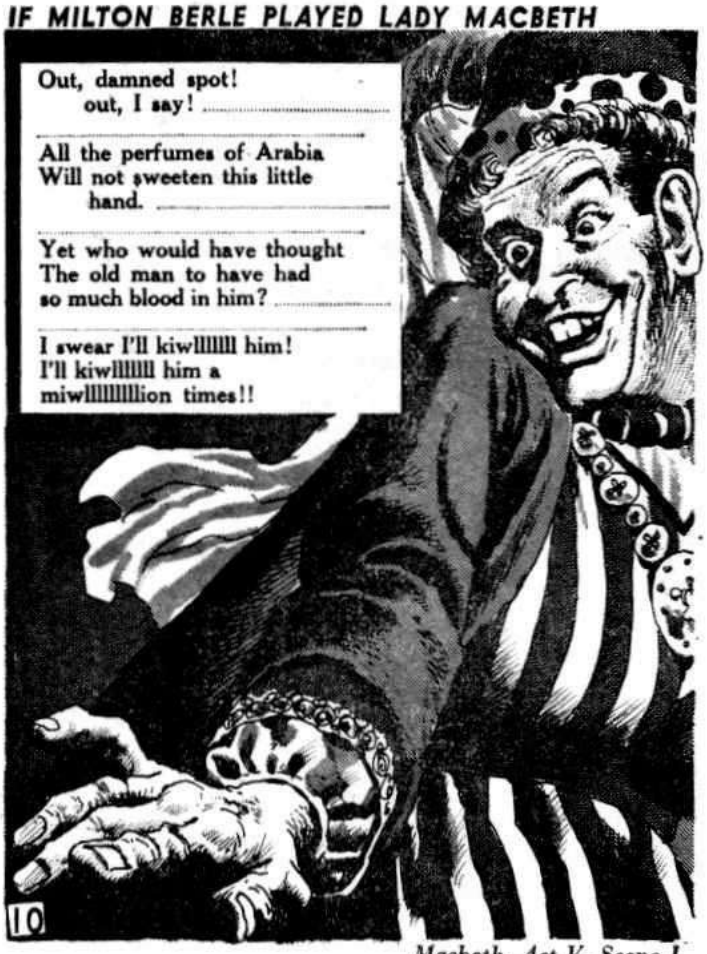
Duh qual-ity of moicy is not strain'd,
It droppet' like duh gen'tull rain from heav'n
Up on duh place beneat. (Yes, suh!)
It is twice bless'd; (How'm I doin' SO FAR?)
It blesset' him dat gives an' him wot takes;
'Tis might-i-est in duh might-i-est: it becomes
Duh t'roned mon-arch betta dan his crown;
His scep-tuh (Wot kinda woid is DAT?)
Shows duh force of tem-pr'l pow-uh;
But moicy is above dis scept-scep-sep . . .
(Im surrounded by ASSASINS!)
SCEP-TUH sway.
It is ent'roned in duh hearts of kings;
It is an attri-beaut to GOD hisself;'
An' oithy pow-uh dost den show lik-est God's
When moicy sea-son's jus-tice
(IN-DUBITABLY!)
So goodnight, Mrs. Calabash—
WhereEVER yew are!!

The Merchant of Venice, Act IV, Scene I

IF ALEXANDER KING PLAYED MACBETH

Macbeth, Act V, Scene 5

IF MILTON BERLE PLAYED LADY MACBETH

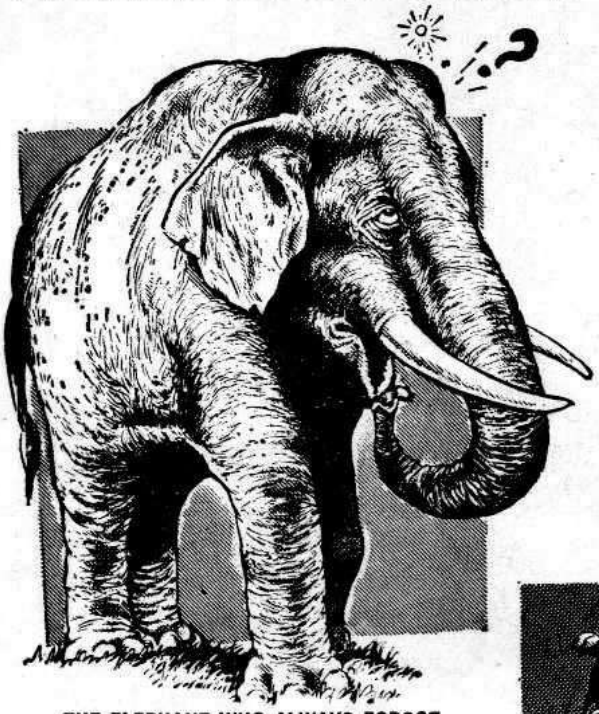


Macbeth, Act V, Scene I

IF JACK E. LEONARD PLAYED RICHARD III

Richard III, Act V, Scene IV

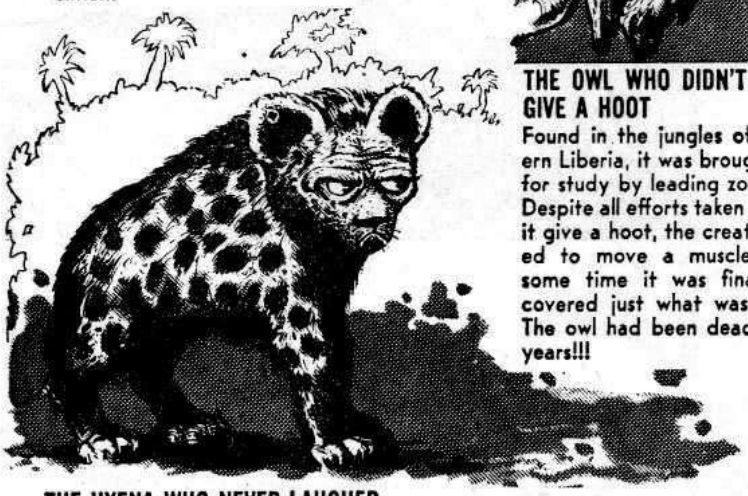
REAL WILDLIFE...
NATURE'S ODDITIES



THE ELEPHANT WHO ALWAYS FORGOT
Discovered by an itinerant safari guide in Tanganyika, this gigantic creature could not remember a thing. Unlike others of its species, it had no recollection of past events. Unfortunately it perished soon afterwards, as one day it forgot it was an elephant and tried to walk across a rope between two high cliffs!!!

THE COYOTE WHO WOULDN'T HOWL
Brought back into captivity by two Wyoming farmhands, it wouldn't budge an inch. This condition was accidentally remedied however, when a female coyote was captured and put into the same cage!!!

THE OWL WHO DIDN'T GIVE A HOOT
Found in the jungles of Northern Liberia, it was brought back for study by leading zoologists. Despite all efforts taken to make it give a hoot, the creature failed to move a muscle. After some time it was finally discovered just what was wrong. The owl had been dead for 14 years!!!

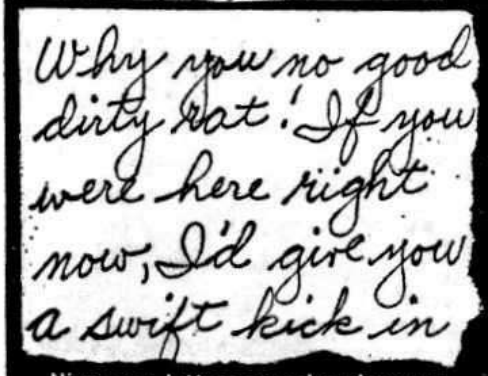


THE HYENA WHO NEVER LAUGHED
A scrawny beast discovered in a small cave in Denver, Colorado, this creature just lay there without a smile. Various attempts were made to cause it to laugh, such as funny faces, card tricks, etc. Nothing worked. All this was changed suddenly when one day the animal accidentally saw himself in a mirror!!!

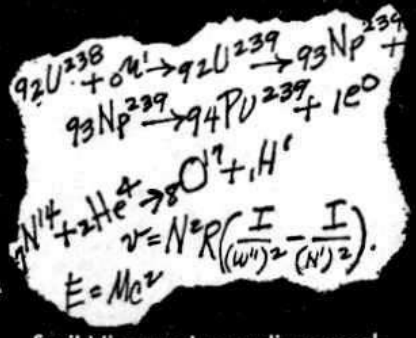
THE SKUNK WHO WOULDN'T SMELL
Approached with extreme caution by two Brooklyn adventurers in Prospect Park, this rare speciman was found to be without the usual offensive odor. They quickly brought it to the Bronx Zoo where unfortunately it was discovered that the animal had a terrible odor—and that the two Brooklyn adventurers couldn't smell it becauss THEIR odor was even greater!!!

OSGOOD KROPOTKIN, PhD.
(his signature)

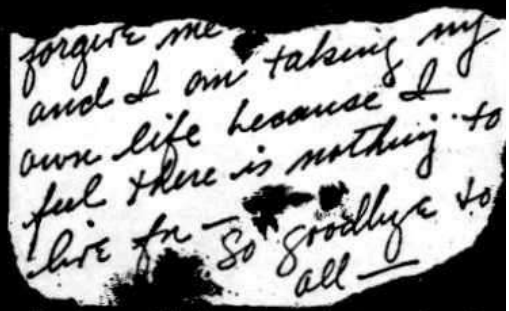
Psychologists tell us that you can actually judge what people are like by studying their handwriting. So like right away we ran out and dug up some samples of different handwritings wherever we could find them, then we invited a world famous graphologist (it's clean we looked it up), Professor Osgood Kropotkin, and asked him to give us some examples of . . .



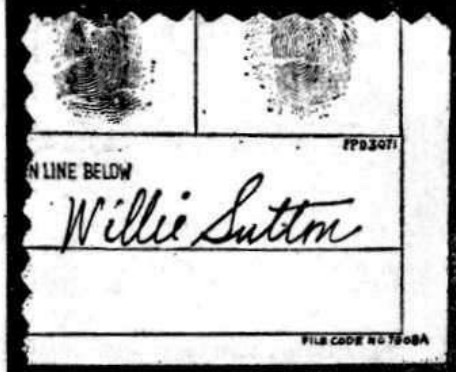
Nice even letters reveal a nice even disposition, suggesting a well-balanced personality. Absence of uphill or downhill slants of letters indicate the person takes everything in stride. Such a type is always able to get along with others.



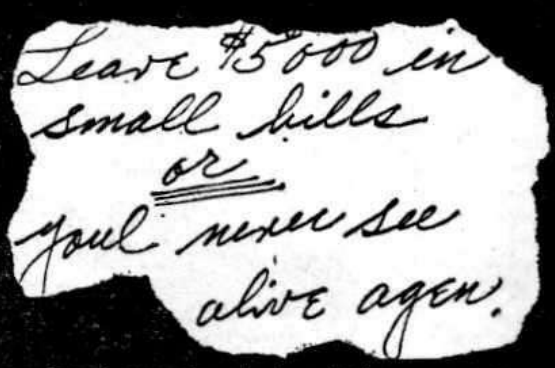
Scribblings and scrawlings usually denote a disorganized mind. Misshapen letters are a definite sign of an immature mentality. This was probably written by a 3-year-old child.



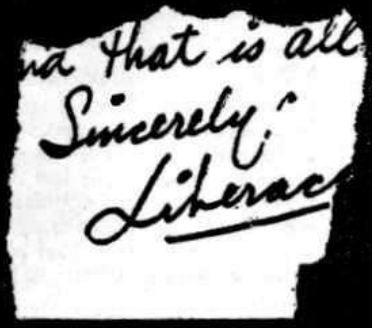
Tendency of letters to slant upward and to the right show an optimistic spirit and point to a person with confidence, good cheer and emotional maturity. We would all do well to be in this person's shoes nowadays.



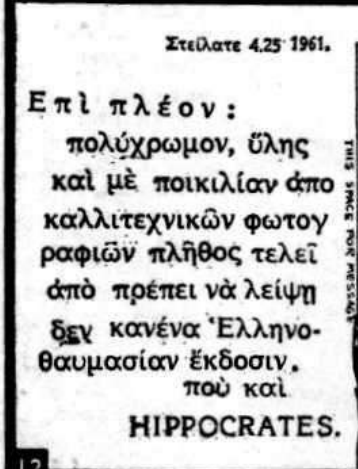
Delicate, light strokes reveal a soft, angelic-like quality. This is indicative of a wholesome-type.



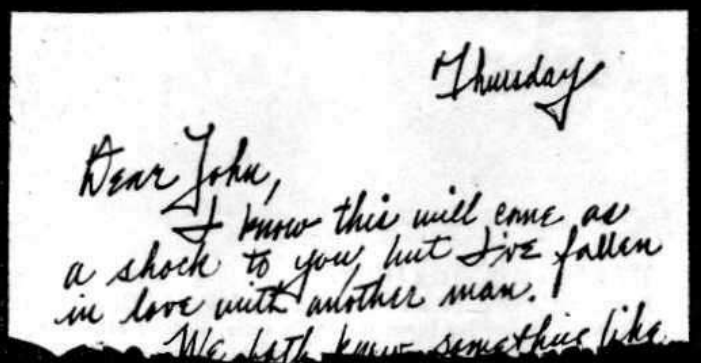
Broad, sweeping strokes disclose a generally warm and friendly nature; lightness of pressure suggests a gentle, compassionate spirit. A person like this always makes a fine, upstanding citizen.



Strong, heavy strokes show a dominant masculine-type personailty. Heavy dotted I's suggest virility and manliness. Probably written by a longshoreman or lumberjack.

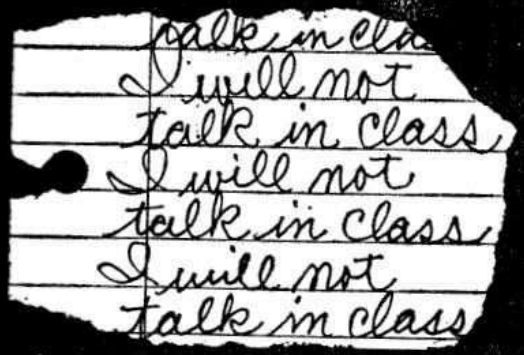


This handwriting baffles our most careful study. We do not know what to make of it. It's all Greek to us.

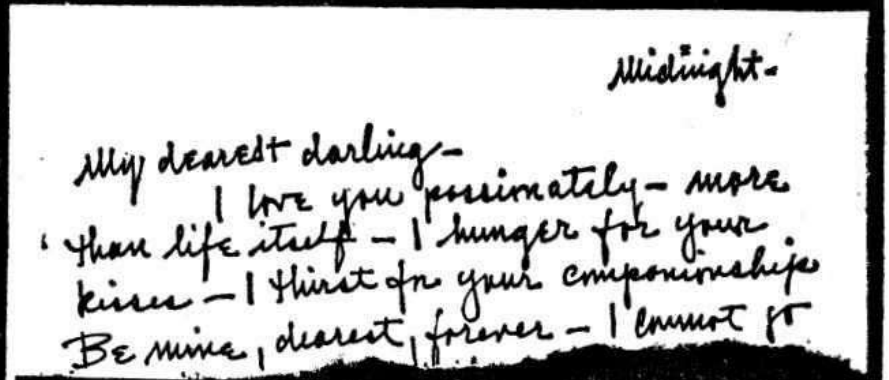


Rigid, angular writing is a definite sign of a rigid adherence or devotion to one thing or one person. Probably written by a woman.

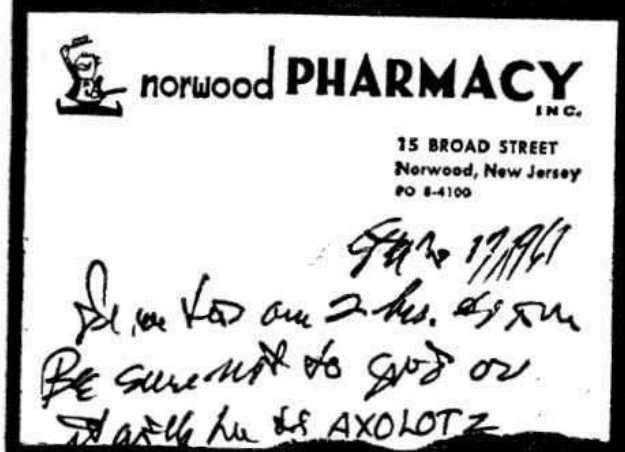
Handwriting Analysis



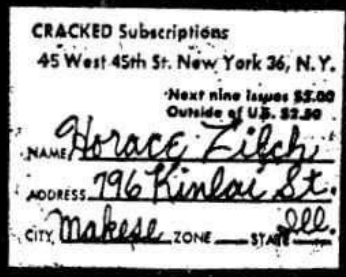
Large, clear lettering is symbolic of a large, clear view of things in general. Shows a thinking person and must have been written by a scholar.



Deliberately rigid writing, without bends, reveals a cold and calculating mind which operates very logically. Such a person is always inhibited and never releases any true emotion.



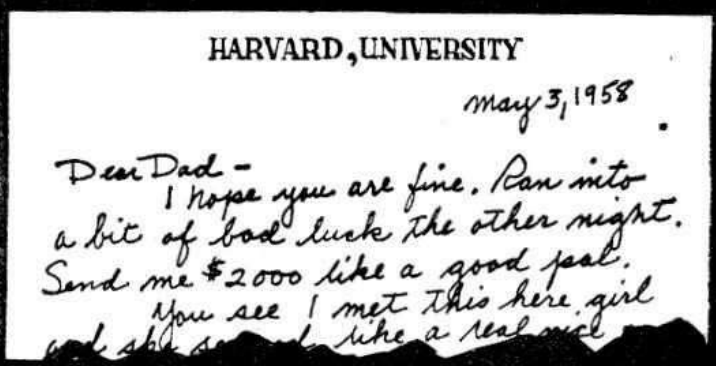
Illegibility of handwriting is the sign of a chaotic mind and suggests writer is type who cannot think clearly and hence is limited as a potential person; could never be, for example, a scientist.



Nice, legible type handwriting shows clear thinking, shows an intellectual person, but mainly it shows a rare individuality because you don't find many people like this one.

The way the letters are irregularly spaced and flit out in all different directions show a wide and fertile imagination and a poetic nature. Person who wrote this probably has a burning desire for self-expression wherever he is.

Very small and cropped together letters indicate a shy type introvertism—and a desire to withdraw from the world—a fear of visiting new places—of meeting new people.



Neat, clean strokes signify a pride in one's work and one's self and shows an independence, a self-sufficiency and a somber, serious attitude toward life in general.

Many people think that the only way to lose weight is by going on a diet. That's why they remain fat. They haven't the will power to stop eating. But there is another way to lose excess poundage, namely by exercising. This releases nervous energy and gets rid of surplus weight. Still a lot of people can't spare the time to exercise. To those individuals however, we say that exercise can be done simply and effectively during the normal course of a day without wasting any free time. All you have to do is keep moving around instead of sitting down on your job. To show what we mean, here's how different types of workers can keep neat and trim just by following CRACKED'S sure-fire ways on how to

MAILMEN can keep trim by running instead of walking around in their daily delivery chores.

PSYCHOANALYSTS can take off extra poundage by running around the patients instead of sitting in one place.

BARBERS can remain neat and slim by hopping about the customers while they are shaving them.

HOUSE PAINTERS can get a lot of fat off and also accomplish a good deal more work by using rapid movements.

BARTENDERS can do the job much faster as they rush around the place losing countless pounds.

BELLHOPS can get rid of unnecessary fat in the performance of their daily duties.

LOSE WEIGHT BY EXERCISING
RIGHT ON YOUR JOB

WAITERS can move more quickly while they are delivering orders and drop a lot of excess weight.

EXECUTIVES can also get a lot of running around exercise during the course of a normal day.

GARBAGEMEN can lose considerable weight by moving to and fro at a rapid pace while working.

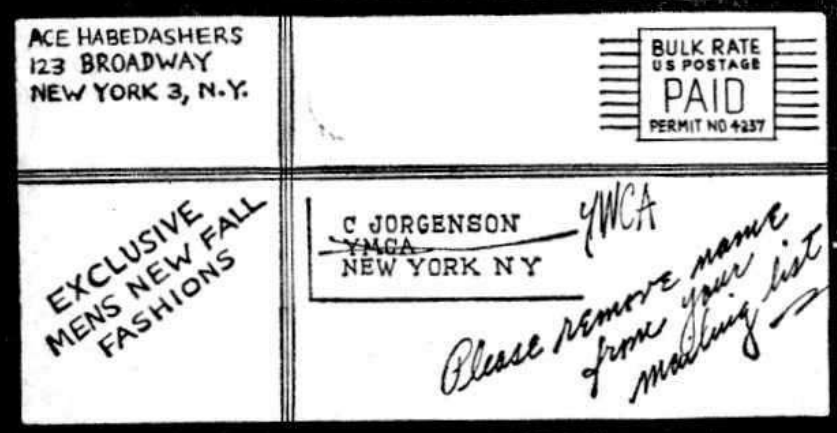
STREET BEGGARS can also lose a lot of weight if they keep moving around while on the job.

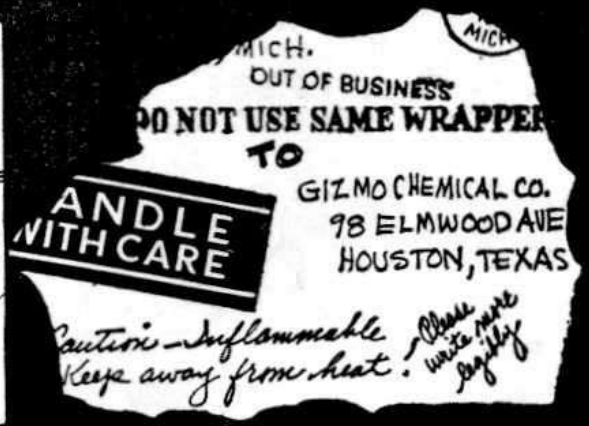
STREET CLEANERS can dash about the city streets and take off ugly-looking fat right on the job.

EVERYBODY ELSE can take of excess weight if they just keep running around every chance they get.

EACH YEAR THE UNITED STATES POST OFFICE LOSES OVER A MILLION DOLLARS IN TAXPAYERS' MONEY. THIS IS BECAUSE CLODS LIKE YOU AND ME DON'T ADDRESS OUR MAIL RIGHT. WE KEEP MAKING MISTAKES ON THE ENVELOPES. THIS MEANS A LOT OF EXTRA WORK BY POSTAL EMPLOYEES RESULTING IN A LOT OF WASTED MONEY SPENT. WE WENT DOWN TO OUR POST OFFICE RECENTLY AND PICKED UP SOME SAMPLES OF LETTERS THAT CAME BACK. STUDY THEM SO LIKE YOU'LL KNOW WHAT ERRORS TO WATCH OUT FOR AND THUS AVOID...

UNDELIVERABLE U.S. MAIL





PHYLLIS HOTCHKISS
BOX NO 48
MAKESME,

BARNGRVE ILL OCT 18 12 PM

MIKE HOTCHKISS
SKID ROW
BOWERY AND 3RD AVE.
NEW YORK, N.Y.

RETURNED FOR BETTER ADDRESS

E. Presley
1486 Jailhouse Rock
Nashville, Tenn.

NASHVILLE JUL 12 4 AM 1958

Local Draft Board No. 802
Nashville, Tennessee

REFUSED
Appeal Section

Refused

Oct. 24

Hey Tony—
Good luck
at the Speedway
Tomorrow—
The Best
John

THIS SIDE FOR CORRESPONDENCE ONLY

INDIANAPOLIS APR 8 3 PM 1958

Tony Battles
Hotel Acme
Indianapolis, Ind.

DECEASED

WILLIAM NEMSER
794 MAIN ST.
GOPHER GULCH
UTAH

GOPHER GULCH DEC 8 5 PM UTAH

U.S. POSTAGE

Incomplete Address

Returned TO Writer

REASON CHECKED
Unclaimed ....Refused
Unknown
Insufficient address
Moved, Left no address
No Zone number
Do not remail in this envelope

MR. THOMAS BURNS
796 MAIN ST.
CORNER MAIN & ELM
SECOND HOUSE FROM GARAGE
APT. 2B, ROOM 4
GOPHER GULCH
UTAH

THIRD BED
FROM FOYER

RETURN IN FIVE DAYS TO

Jack Benny
125 Elmwood Drive
Beverly Hills, Calif.

MAU MAU SEP 16 1AM 1958

INSUFFICIENT POSTAGE

SPECIAL DELIVERY

POSTAGE DUE $5.84

Warner Bros. Foreign Office
Clearing No. 86
Nairobi, Africa

REFUSED

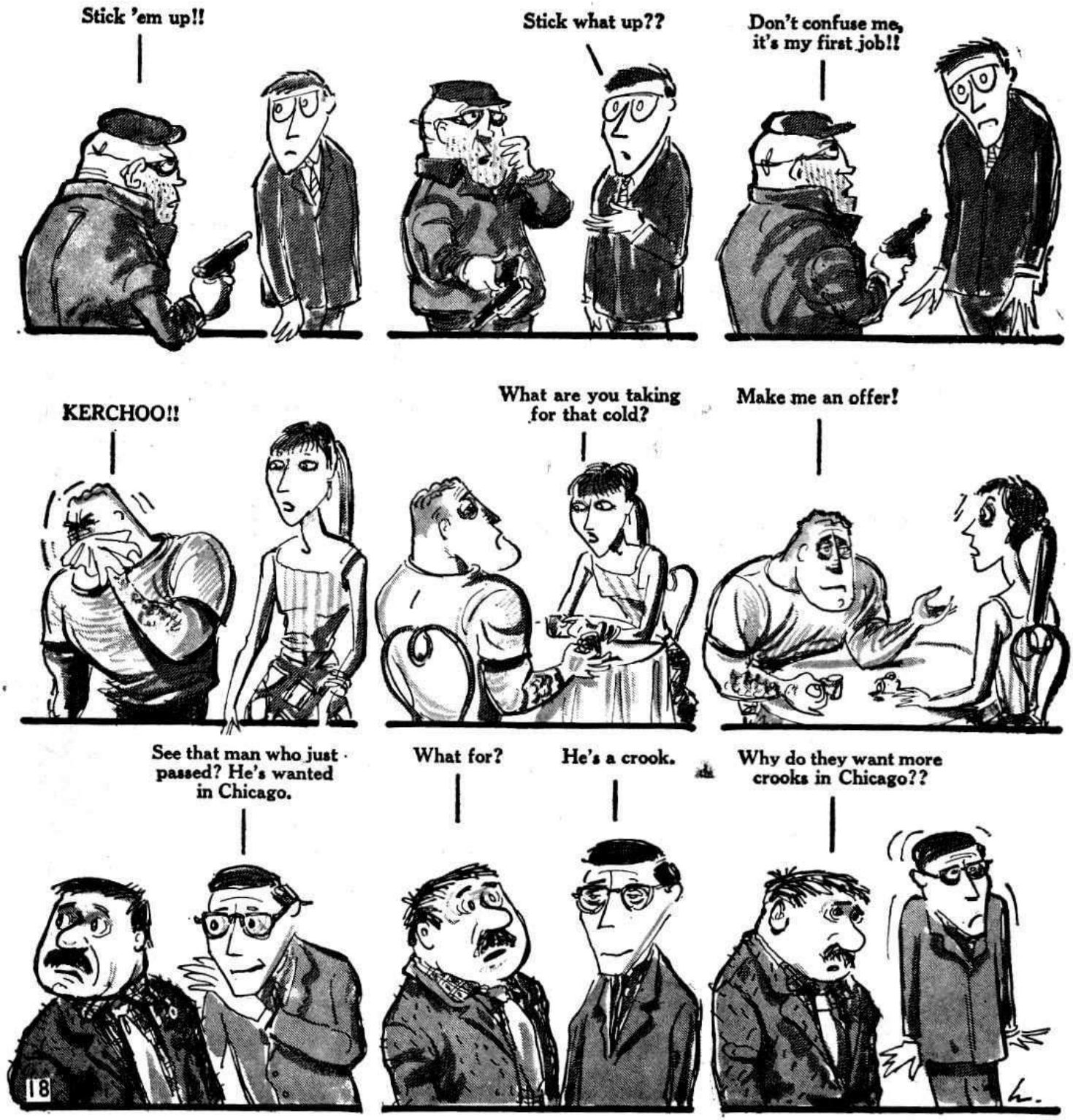
Refused

DO NOT BEND

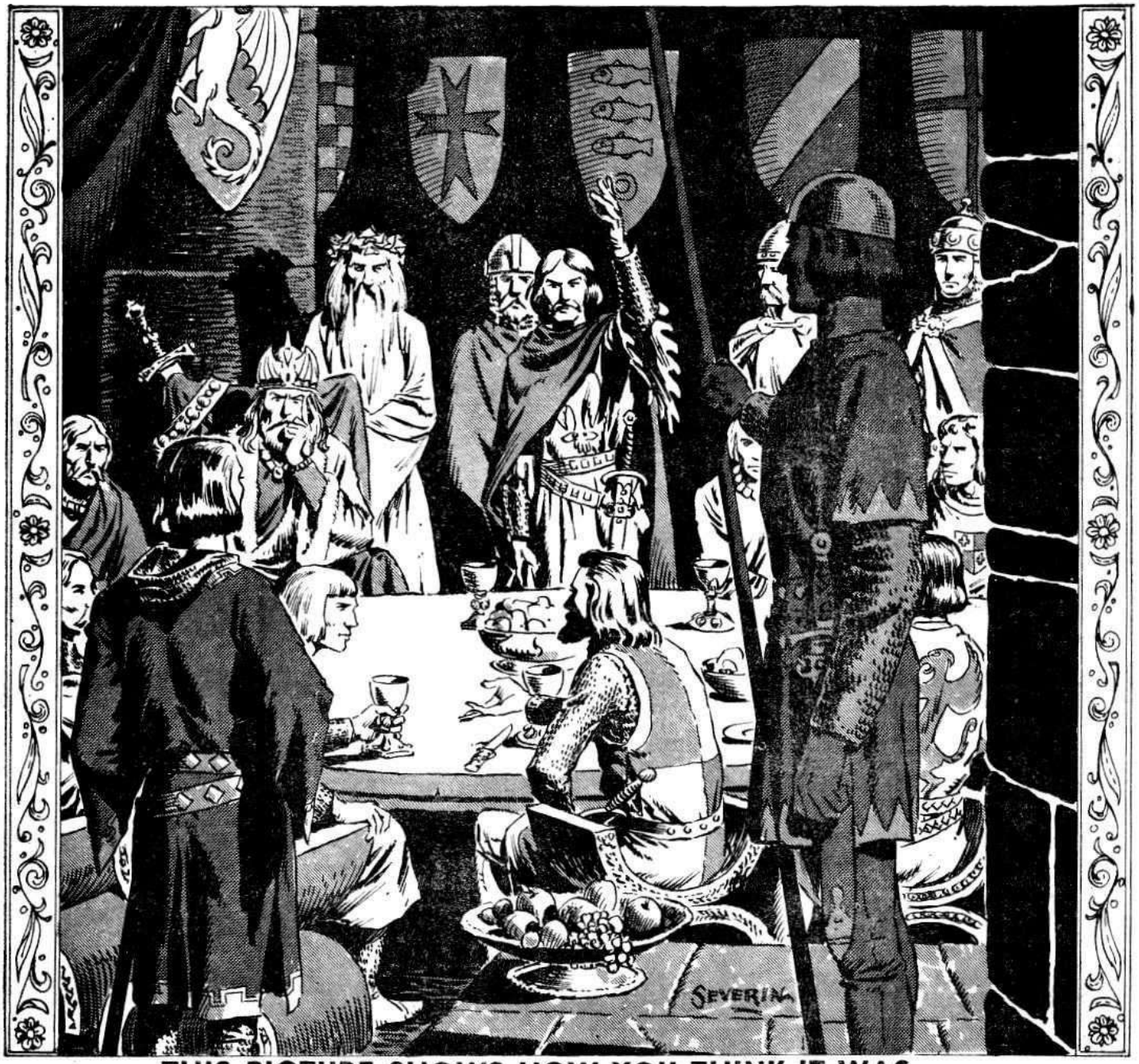
RUSH

Special Delivery Insured

STORIES OF THE MONTH



KING ARTHUR'S ROUND TABLE



THIS PICTURE SHOWS HOW YOU THINK IT WAS . . .
NOW TURN PAGE AND SEE HOW IT REALLY WAS . . .

HOW IT REALLY WAS

"Whaddaya mean you ran out of seltzer?"

Today the big-selling books are the celebrity "confession" books. Publishers are making a fortune with these intimate glimpses of famous people. Practically every big star has done his or her autobiography, and what with so many others writing theirs, we figure that sooner or later they're gonna run out of people. When this happens we suggest a new way for the book publishers to make money, namely by having . . .

AUTOBIOGRAPHIES OF ANIMAL STARS

An important part of every business is its business card. This usually reflects the particular organization it represents. Yet take a look at most business cards today. They all look alike. Just plain black type on standard white cards. We feel that people should design their cards according to their specific business or profession. They should be more individualized. This is why CRACKED has come up with a few ideas on . . .

Here Lies
Felix Grim
LICENSED
GRAVEDIGGER
486
MACABRE AVENUE
EErie 8-4295

CLARENCE STURDLEY
36 Market Street
TRAVELING SALESMAN

SAM'S BARBER SHOP
123 East Spruce Street
CI 7-8653 • SHAVES •
HAIRCUTS CONVER
SATIONS • CLOSED
MONDAYS

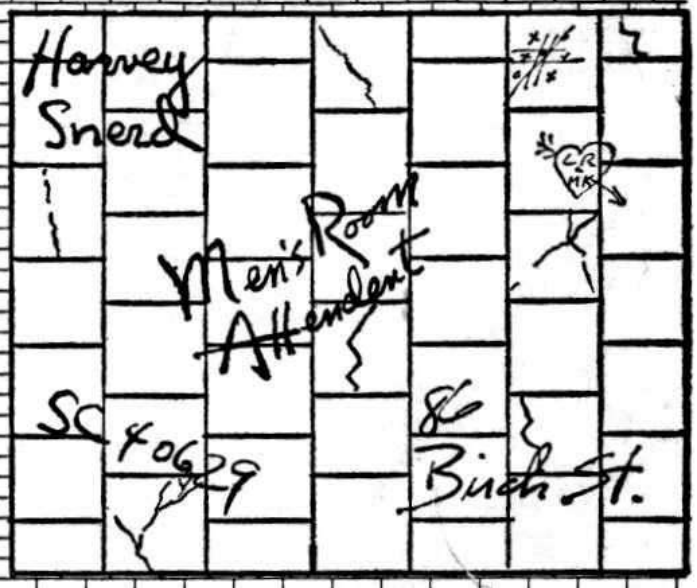
JACK JONES
MODERN ARTIST
42 BLEEKER ST.
RA 8-6243

MAX the
kIDnaPER
pr 5 24 0 2
8 2 SNATCH ST.

G & S
SPORTING
GOODS CO.
121 MAIN STREET
ES 2-8665

NEW DESIGNS FOR BUSINESS CARDS

KATZ DELICATESSAN
592 BROADWAY SA 9-5203



BOWL ING ALL EY

8235 GRAND AVENUE TELEPHONE CH27539

LEO THE PAWNBROKER
139-09 North Oak Street
FArley 4-0923
NO CREDIT

MARVIN Q. HOTCHKISS
VIOLIN CELLO BASS
3923 HYLYLOKE STREET
TEL. TRafalgar 9-3651

SOME OF THE BEST PEOPLE SUBSCRIBE TO CRACKED

THAT'S BECAUSE THEY'RE ASHAMED TO BE SEEN AT THE NEWSSTAND BUYING IT!!!

Yes—if you want to be spared the embarrassment of having your newsdealer know you read Cracked, fill in the attached coupon and have it sent to your home. Now you can keep the embarrassment right in your own family!!

CRACKED
45 WEST 45th STREET
NEW YORK, N. Y.

Next nine issues $2.00
Outside of U.S. $2.50

NAME _____

ADDRESS _____

CITY _____

STATE _____

SUBSCRIBE TO CRACKED

AMERICA'S NUMBER TWO HUMOR MAGAZINE

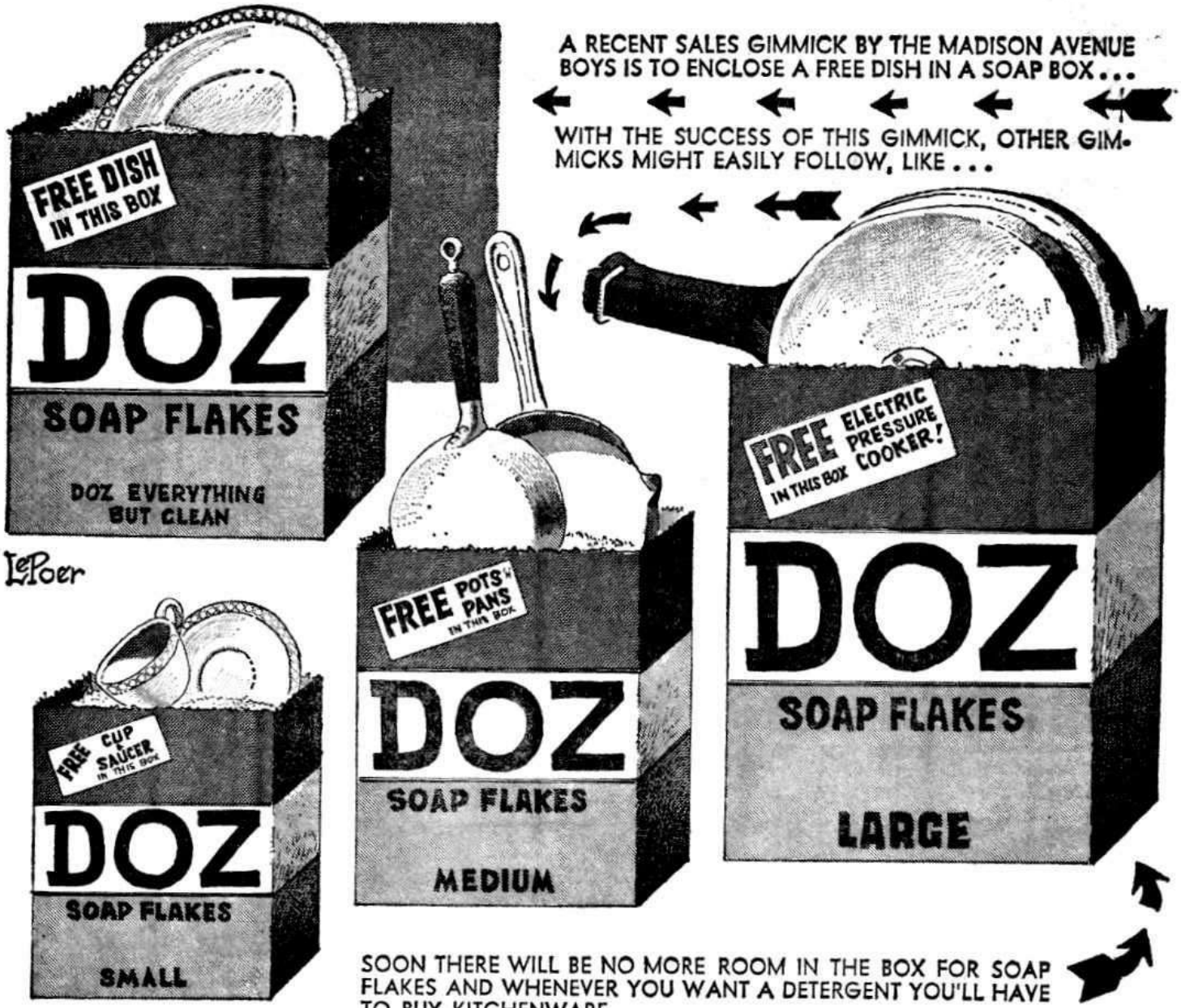
(Since everybody's claiming to be number one!)

What has happened to

MERCHANDISING?

A RECENT SALES GIMMICK BY THE MADISON AVENUE BOYS IS TO ENCLOSE A FREE DISH IN A SOAP BOX . . .

WITH THE SUCCESS OF THIS GIMMICK, OTHER GIMMICKS MIGHT EASILY FOLLOW, LIKE . . .



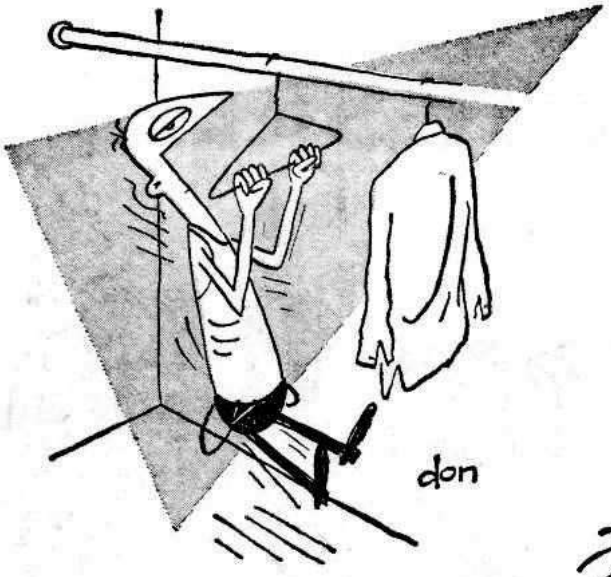
SOON THERE WILL BE NO MORE ROOM IN THE BOX FOR SOAP FLAKES AND WHENEVER YOU WANT A DETERGENT YOU'LL HAVE TO BUY KITCHENWARE . . .

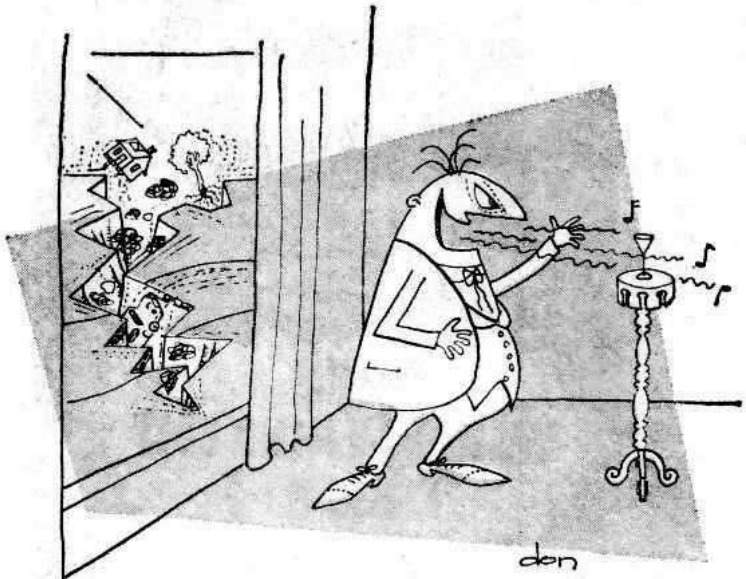
BUT MAINLY, IF THIS KEEPS UP, WE'LL BE SEEING OTHER PRODUCTS CONTAINING FREE BONUS GIFTS, LIKE . . .

FUTURE BONUS GIMMICKS

TO HELP PROMOTE SALES

the little world of don swanson





Time now for another illustrated version of still another famous epic poem of American folklore. This time Cracked salutes H. Antoine D'arcy—with its immortal version of his immortal classic . . .

THE FACE UPON THE FLOOR

1

'Twas a balmy summer evening, and a goodly crowd was there,
Which well-nigh filled Joe's barroom on the corner of the square,
And as songs and witty stories came through the open door,
A vagabond crept slowly in and posed upon the floor.

2

Where did it come from? someone said. The wind has blown it in.
What does it want? another cried. Some whiskey, rum or gin?
Here, Toby, sick him, if your stomach's equal to the work.
I wouldn't touch him with a fork, he's as filthy as a Turk.

3

This badinage the poor wetch took with stoical good grace;
In fact he smiled as though he thought he'd struck the right place.
Come, boys, I know there's kindly hearts among so good a crowd—
To be in such good company would make a deacon proud.

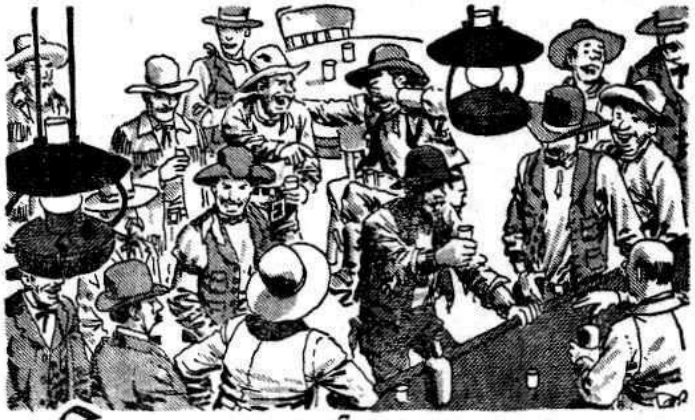
4

Give me drink—that's what I want—I'm out of funds you know;
When I had cash to treat the gang, this hand was never slow.

What? You laugh as though you thought this pocket never held a sou;
I once was fixed as well, my boys, as anyone of you.

6

Say! Give me another whiskey, and I'll tell you what I'll do—
I'll tell you a funny story, and a fact, I promise too.
That I was ever a decent man not one of you would think;
But I was, some four or five years back. Say, give me another drink.



7

Fill her up, Joe, I want to put some life into my frame—
Such little drinks, to a bum like me, are miserably tame;
Five fingers—there, that's the scheme—and corking whiskey, too.
Well, here's luck, boys, and landlord, my best regards to you.

10

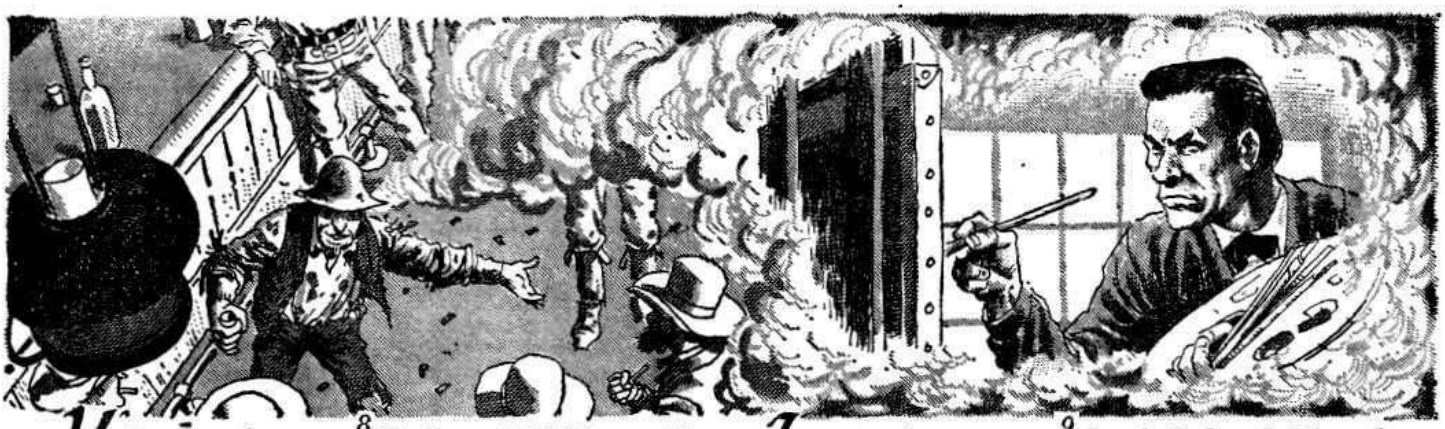
I made a picture, perhaps you've seen, 'tis called the Chase of Fame,
It brought me fifteen hundred pounds and added to my name.
And then I met a woman—now comes the funny part
With eyes that petrified my brain, and sunk into my heart.

11

Why don't you laugh? 'Tis funny that the vagabond you see
Could ever love a woman and expect her love for me;
But 'twas so, and for a month or two her smiles were freely given,
And when her loving lips touched mine, it was a trip to heaven.

5

There, thanks; that's braced me nicely; God bless you one and all;
Next time I pass this good saloon, I'll make another call.
Give you a song? No, I can't do that, my singing days are past;
My voice is cracked, my throat's worn out, and my lungs are going fast.

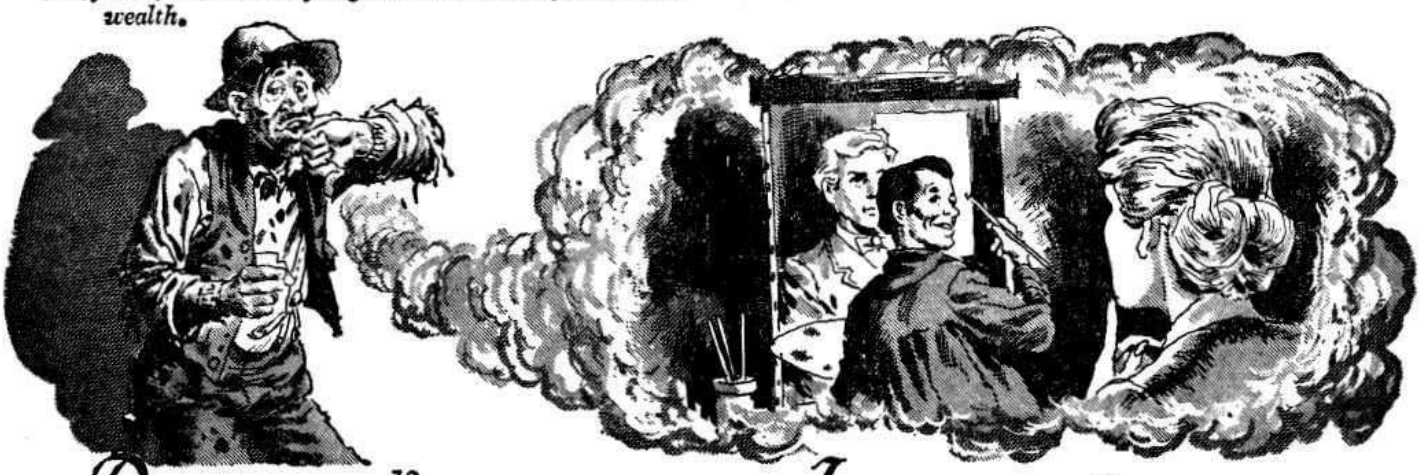


8

You've treated me pretty kindly, and I'd like to tell you how
I came to be the dirty sot you see before you now.
As I told you, once I was a man with muscle, frame and health,
And, but for a blunder, ought to have made considerable wealth.

9

I was a painter—not one that daubed on bricks and wood,
But an artist, and, for my age, was rated pretty good.
I worked hard at my canvas, and was bidding fair to rise,
For gradually I saw the star of fame before my eyes.



12

Did you ever see a woman for who your soul you'd give,
With a form like the Venus Milo, too beautiful to live.
With eyes that would heat the Koh-i-noar, and a wealth of chestnut hair?
If so, 'twas she, for there never was another half so fair.

13

I was working on a portrait, one afternoon in May,
Of a fair-haired boy, a friend of mine, who lived across the way,
And Madeline admired it, and much to my surprise,
Said that she'd like to know the man that had such dreamy eyes.

14

It didn't take long to know him, and before the month had flown,
My friend had stole my darling, and I was left alone;
And, ere a year of misery had passed above my head,
The jewel I had treasured so had tarnished, and was dead.

15

That's why I took to drink, boys. Why, I never saw you smile,
I thought you'd be amused, and laughing all the while.
Whay, what's the matter, friend? There's a tear in your eye,
Come, laugh with me; 'tis only babes and women that should cry.

16

Say, boys, if you give me just another whiskey, I'll be glad,
And I'll draw right here a picture of the face that drove me mad.
Give me that piece of chalk with which you mark the baseball score—
You'll see the lovely Madeline upon the barroom floor.

17

Another drink, and with the chalk in hand the vagabond began
To sketch a face that well might bury the soul of any man.
Then, as he placed another lock upon the shapely head,
With a fearful shriek, he leaped and fell across the picture —dead!

★ *EXTRA SPECIAL BONUS* ★

As an extra added attraction CRACKED now brings you real-honest-to-goodness, easy-to-cut-out, handy-to-paste-on, and mainly sickening-to-look-at . . .

CELEBRITY CUT-OUT STAMPS

IS THE INK BLOT TEST RELIABLE?

The most famous of all psychological tests is the Rorschach, or Ink Blot Test. Practically everyone at some time or another has been shown a series of ink blots and asked to describe what they look like. Psychologists tell us that what a person sees in these shapes is a good indication of his emotional personality. This is because the unconscious part of the mind is doing the seeing. We were fooling around with a leaky pen recently when we accidentally discovered that we had made some weird-looking ink blots. We decided to try them out on some people that came into the office. What we found was that people described these ink blots not through their unconscious emotional part, but according to their conscious place in the world. Mainly we found that people identify these blots with their specific business or profession. To show you what we mean . . .

Here is the Famous Ink Blot As

BARBER

JIGSAW PUZZLE ADDICT

MUSICIAN

ALCOHOLIC

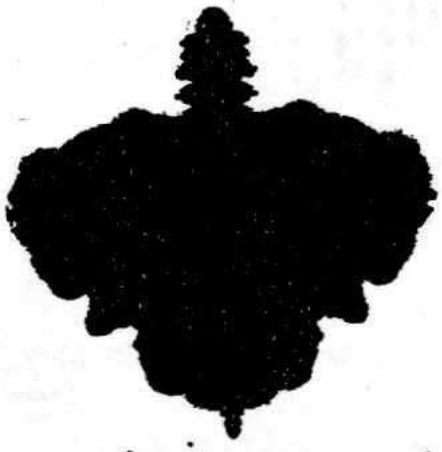
BUTCHER

FULLER BRUSH MAN

BEATNIK

MODERN ARTIST

TAILOR

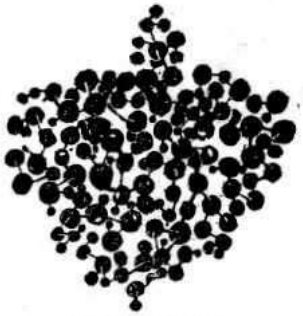


INK BLOT ALWAYS SHOWN BY PSYCHOLOGISTS

DR. RORSCHACH INVENTOR OF THE INK BLOT TEST

Seen by Different Types of People

MILLINER



PHYSICIST

PILOT

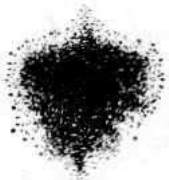
VIC TANNY?

SCRUBWOMAN

SAILOR

BIRD WATCHER

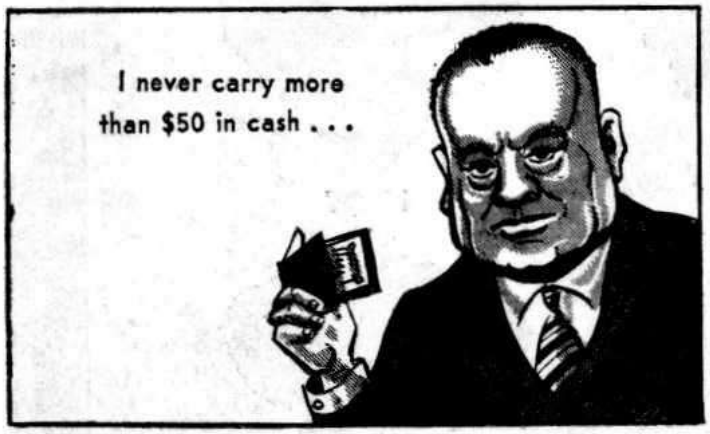
FASHION DESIGNER

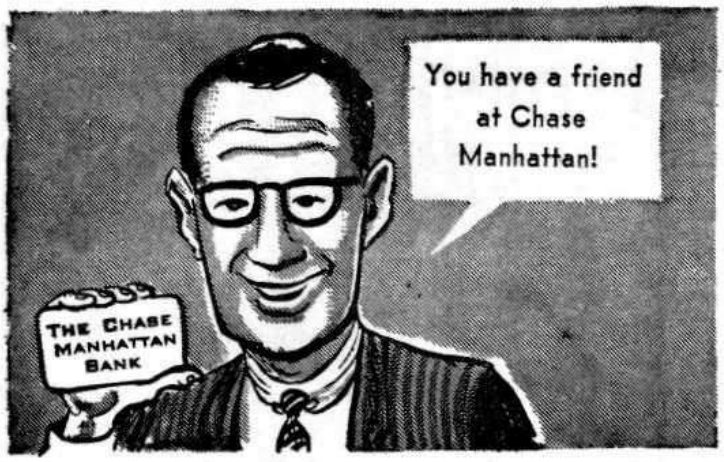


NEARSIGHTED MAN

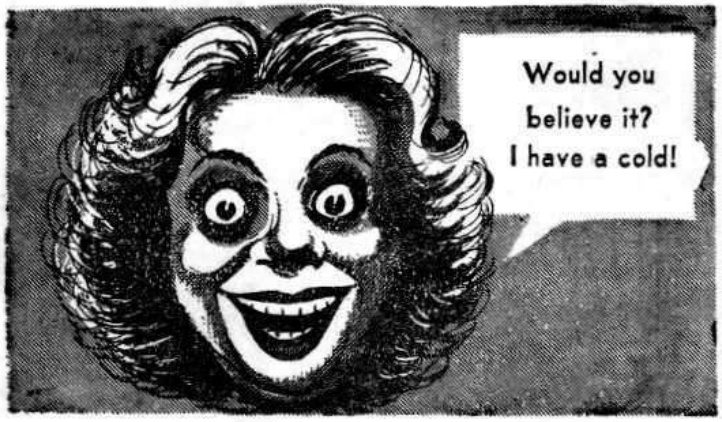
Most people feel like yelling "SHUT-UP" to some of those television commercials that keep hammering away at you with their Madison Avenue slogans all the time. Here are some that actually did, as Cracked now brings you . . .

MADISON AVENUE SHUT-UPS

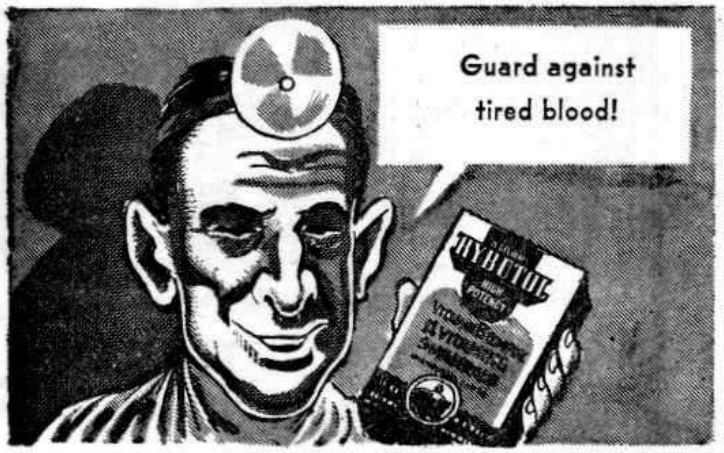



You have a friend at Chase Manhattan!
THE CHASE MANHATTAN BANK

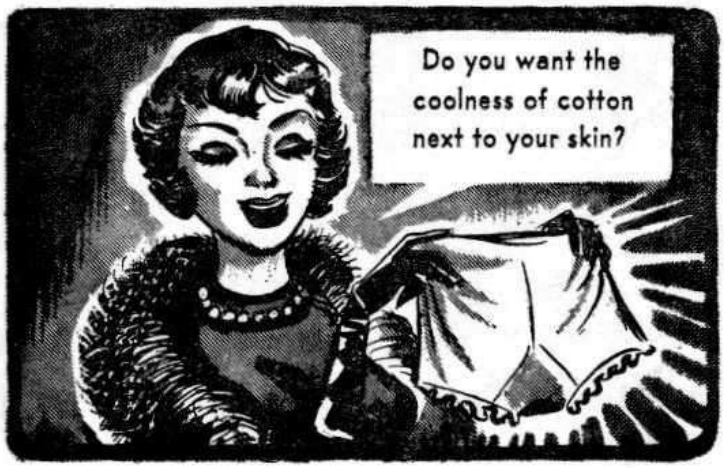
Shut up and hand it over!

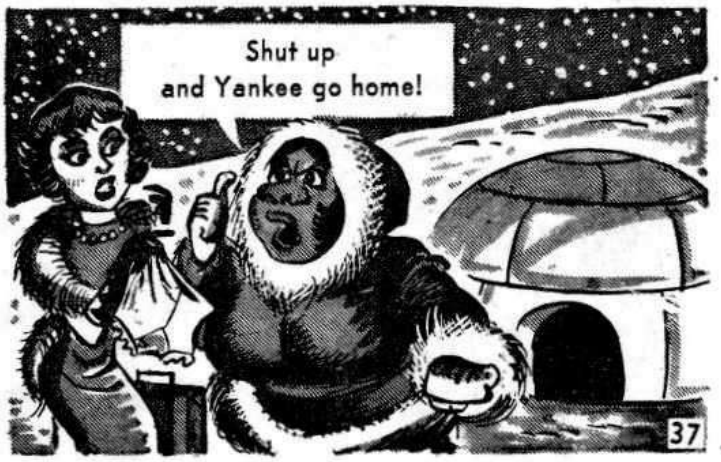

Would you believe it? I have a cold!

Shut up and stop complaining!


Guard against tired blood!
HYBUTUL

Shut up and get outta here!


Do you want the coolness of cotton next to your skin?


Shut up and Yankee go home!

One of the most gifted satirists on the scene today is a young cartoonist from Argentina named LAINO. His work has appeared in many of the leading publications throughout Latin America. This marks his debut in the U.S. CRACKED is proud to introduce him in this issue, as LAINO gives us his impression of . . .

Great Women of History

EVE

"Tom? Larry? Paul?"

CLEOPATRA

"If Julius calls, tell him to pay the milk bill."

LUCRETIA BORGIA

"Drink this, darling, it'll steady your nerves . . ."

MARIE ANTONIETTE

"Watch your step . . ."

CAVE WOMAN

"Here, take back your love letters!"

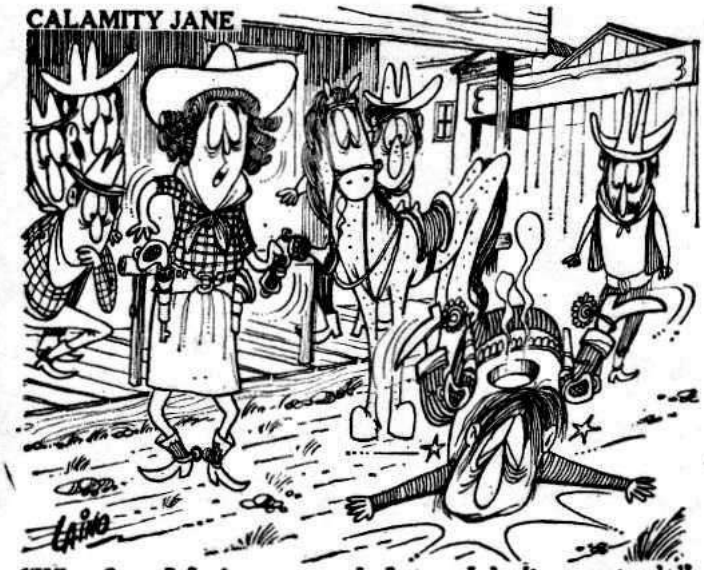
POCAHONTAS

"John Smith, hah? That's what they all say!"

JOSEPHINE

"What are you, some kind of nut?"

CALAMITY JANE



"When I say I don't wanna neck, I mean I don't wanna neck."

VENUS DE MILO

"See what you get for biting your nails?"

Almost everybody gets Sympathy Cards when they're sick. They enjoy receiving them. It cheers them up. We notice however, that the card manufacturers haven't got a card for every illness. In this age of specialization we figure this should be done. And so we have come up with some CRACKED ideas for cheerfully specialized . . .

SO YOU'RE GOING TO THE

ELECTRIC CHAIR?

TAKE MY ADVICE

Don't sit down!

too bad about your COLD

you should get pneumonia

That they can cure!

HEARD ABOUT YOUR

LOCKJAW

Don't get seasick now.

THO YOU ARE AT DEATH'S DOOR

The doctors will pull you through.

TO A FRIEND ON GOING TO THE GALLOWS

Keep your chin up!

CRACKED SYMPATHY CARDS

ABOUT YOUR NEUROSIS

BELIEVE ME ...

It's all in your mind.

WITH THOSE 3 BULLET HOLES IN YOU ...

You must feel like a big shot now.

TOO BAD YOU'RE RADIOACTIVE

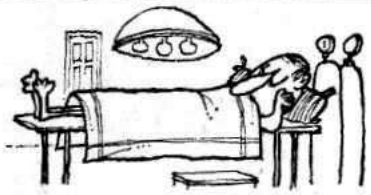
I was beginning to get a charge out of you.

SYMPATHY ON YOUR 7 YEAR ITCH

JUST THANK YOUR STARS

You haven't got a hangnail!

Hear you're having an OPERATION



Will try to be there for the opening

HORROR HOUSE

REAL AD

SCARE YOUR FRIENDS, SCARE YOUR ENEMIES, SCARE YOU. SEND FOR YOUR FAVORITE HORROR ITEMS

HORRIBLE HANDS $3.00

A right and left. It's made of rubber and looks realistic. Become sociable and shake hands with everyone. Results are startling. Just make sure you can run.

only $3.00 per pair.

DO YOUR FRIENDS CALL YOU UGLY?

WEREWOLF Gruesome to behold. $3.00

... If they don't, make sure they will with these Horror-House-All-Rubber face masks.

$2.00

SHRUNKEN HEAD

Looks absolutely real. Tell your friends you picked it up on your last safari. Give it a nickname and take it with you wherever you go. Lots of fun with this one.

only $2.00 ea.

$1.00

BLACK WIDOW SPIDER

A real horror. But what fun! Some people will say, "What a sense of humor." Some people will say, "I'm gonna punch him right in the nose." But it's well worth it.

only $1.00 ea.

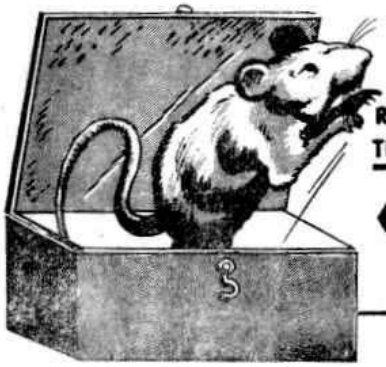
FRANKENSTEIN'S MONSTER Horrible to behold.

$3.00

PLUS THESE OTHER HORROR HOUSE MASKS:

WITCH, MAN-FROM-MARS, MONSTERS-FROM-MERCURY, VAMPIRE, HORRIBLE-MONSTER, SKULL, GORILLA. only $3.00 ea.

$1.00



RAT IN THE BOX

Open the box, and the rat jumps out. Makes for a lot of screeching and screaming. Be a snake in the grass, order a snake in the box.

only $1.00 ea.

I am enclosing $_____ for the HORROR HOUSE items checked below: HORROR HOUSE 45 W. 45th ST., N.Y.C.

RUBBER MASKS

- ☐ BLACK WIDOW SPIDER
- ☐ HORRIBLE HANDS
- ☐ SHRUNKEN HEAD
- ☐ RAT IN BOX
- ☐ WEREWOLF
- ☐ DEVIL
- ☐ FRANKENSTEIN'S MONSTER
- ☐ ZOMBIE
- ☐ WITCH
- ☐ MAN-FROM-MARS
- ☐ MONSTER-FROM-MERCURY
- ☐ VAMPIRE
- ☐ HORRIBLE-MONSTER
- ☐ SKULL
- ☐ GORILLA

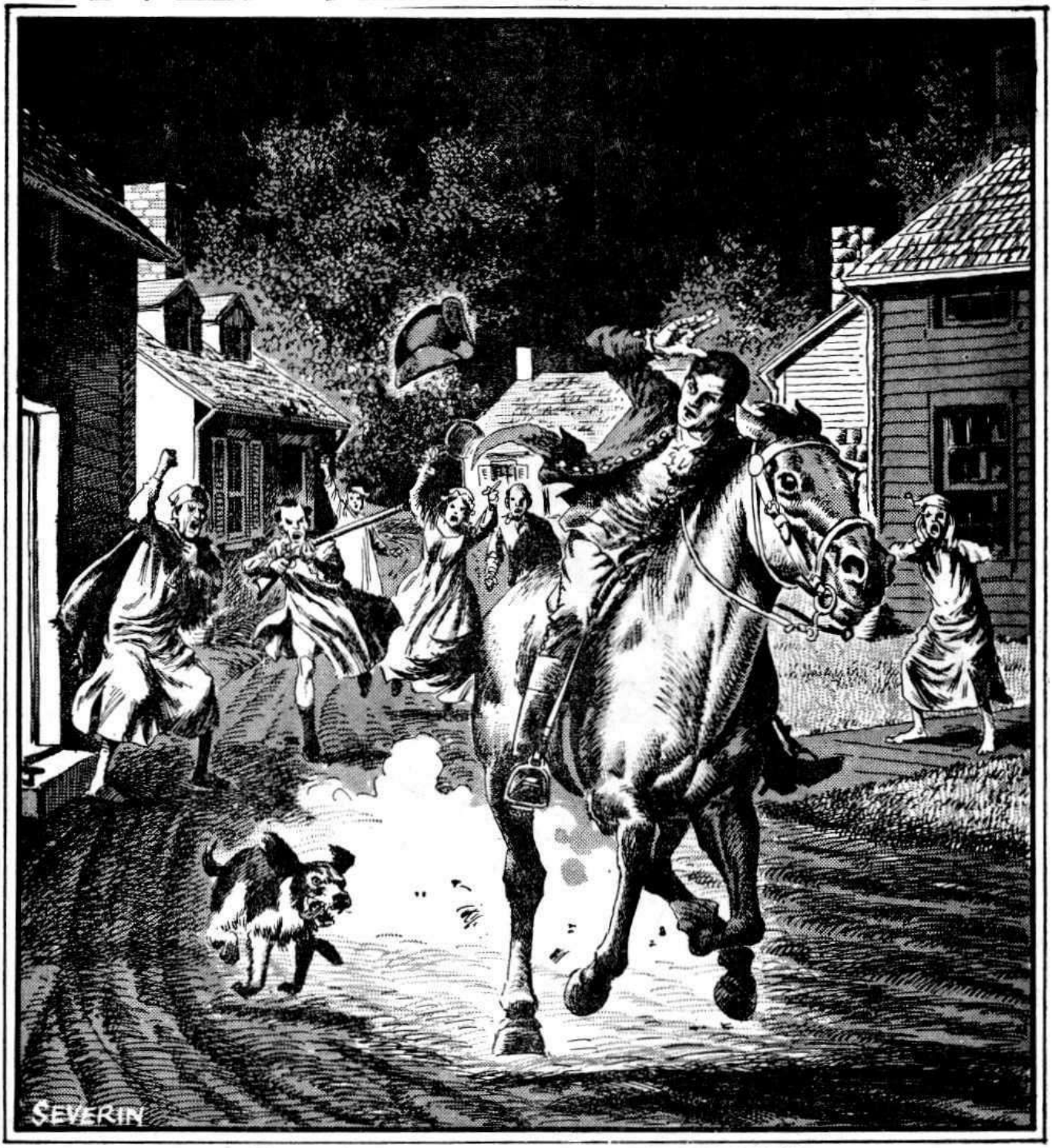
NAME _____ ADDRESS _____

CITY _____ ZONE _____ STATE _____

THE RIDE OF PAUL REVERE

THIS PICTURE SHOWS HOW YOU THINK IT WAS . . . NOW TURN PAGE AND SEE . . . 43

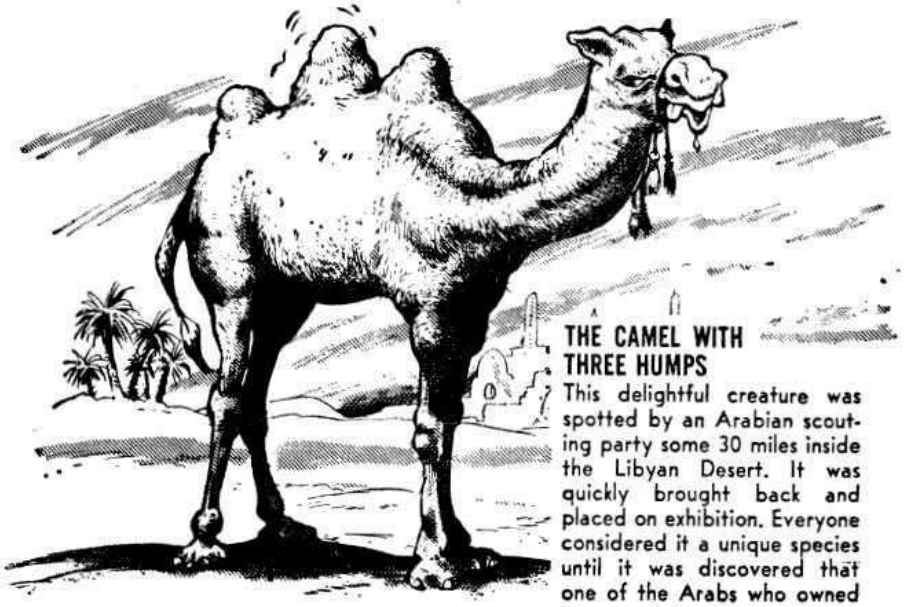
HOW IT REALLY WAS



"CRAZY SILVERSMITH, WAKING UP THE WHOLE TOWN!"

REAL WILDLIFE...
NATURE'S ODDITIES

THE PARROT WHO SPOKE SIX LANGUAGES
This rare phenomenon was discovered during a sea voyage to Southern Madagascar. It spoke Spanish, Italian, French, Portugese, Babylonian and Broken Yiddish. Unfortunately it died on the last day of the return trip. The cook ate it. When told that it spoke 6 languages he remarked, "So why didn't it say something?"



THE CAMEL WITH THREE HUMPS
This delightful creature was spotted by an Arabian scouting party some 30 miles inside the Libyan Desert. It was quickly brought back and placed on exhibition. Everyone considered it a unique species until it was discovered that one of the Arabs who owned it was missing.

THE GIRAFFE WITH NO NECK
Trapped near a mountain region of Lower Tibet and brought to America, it was quickly put under study by leading zoologists. After several months of intensive observation, the cause of this creature's abnormality was finally stumbled upon. It seems its skull had been bashed in!!!

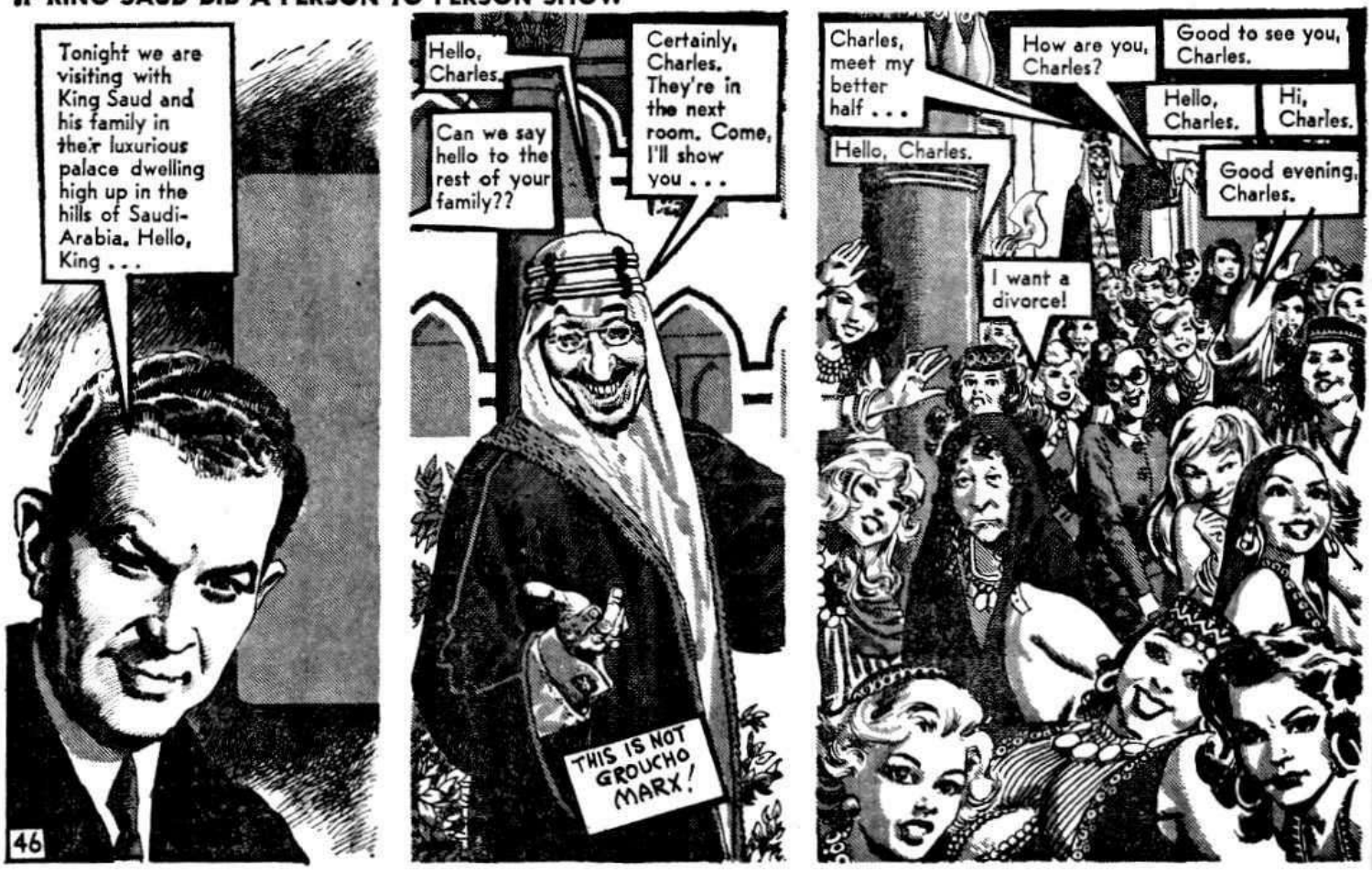
THE BALD-HEADED EAGLE THEY CALLED "CURLY"
Sighted flying low over a Nebraskan corn field, this creature was reported to have had a full head of hair —a phenomenon unique for its species. It could never be captured however, until one day it fell wounded into a lump of bushes. There the mystery was solved. It had a robin's nest on it's head!!!

THE KANGAROO WHO WOULDN'T JUMP
Brought back from the wilds of Australia, this creature would not move an inch. No matter what was done, it wouldn't jump like other kangaroos. Then inadvertently somebody touched its rear with a long pitchfork. When last seen, the animal was flying due north over the Andes Mountains!!!

With international affairs so much in the limelight today, the new hero of American culture is the political figure. He has replaced the show business personality as our mass celebrity. We figure that since the reign of these government leaders is so short, they should cash in on their popularity before their fame dwindles. One of the most

IF POLITICAL TV GUEST

IF KING SAUD DID A PERSON TO PERSON SHOW

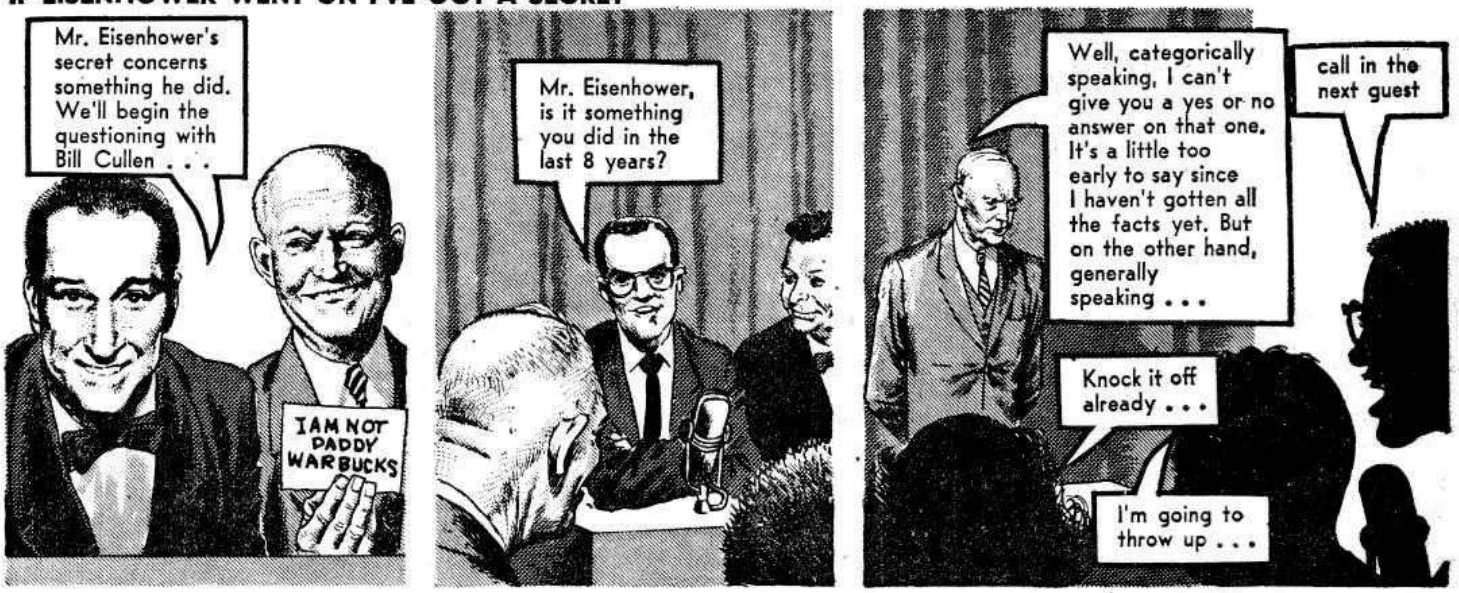


lucrative ways to do this is by guest television appearances. They would draw a big audience tired of seeing the same old Hollywood guest stars, and we would get more stimulating programs. And so, with a little imagination, Cracked can just visualize how it might look . . .

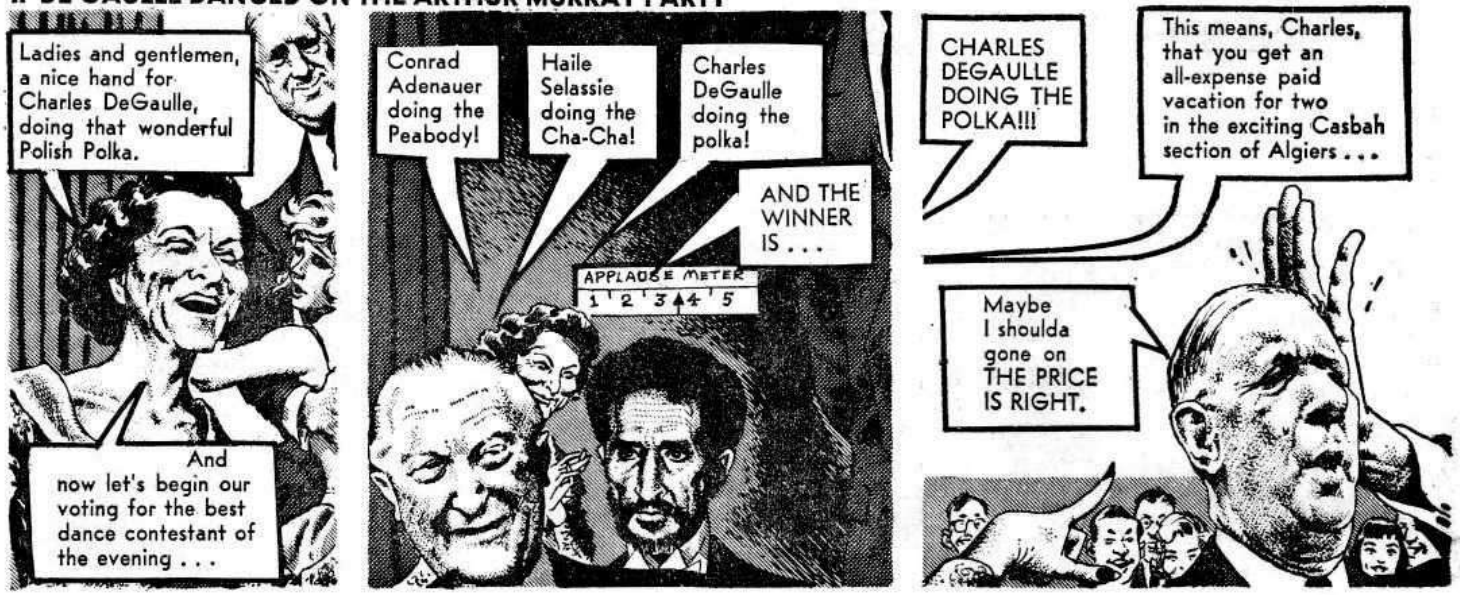
FIGURES DID SHOTS...

IF CASTRO CAME ON PEOPLE ARE FUNNY

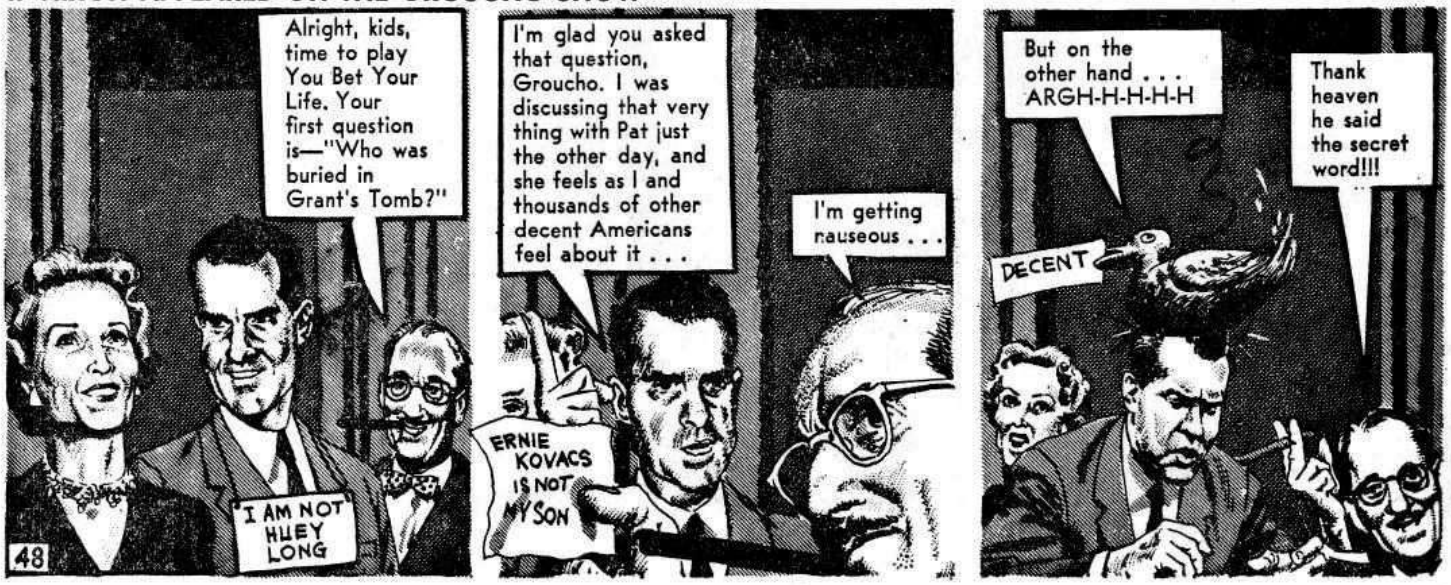
IF EISENHOWER WENT ON I'VE GOT A SECRET



IF DE GAULLE DANCED ON THE ARTHUR MURRAY PARTY



IF NIXON APPEARED ON THE GROUCHO SHOW



NASSER PLAYED TRUTH OR CONSEQUENCES

KHRUSCHEV GUESTED ON WHAT'S MY LINE

THE PREMIER OF FRANCE GOT ON TO TELL THE TRUTH

GENUINE MINK COAT

A luxurious gift for your girl friend—if she happens to be 4 inches tall. Made of authentic mink, this miniature fur comes in a stunning gift box—made of authentic cardboard. Yours for only **$3.00**

DYNEL ROOTED HAIR RUBBER MASKS

These glamorous face masks look just like real, with imitation hair actually imbedded and sewn on, never to fall out. You'll be the life of the party when you put it on—especially if you order the wrong one! EACH $3.00

MINK BACK-SCRATCHER

This exotic lover's gift made of genuine mink fur, measures 15 inches long, and comes in a handsome container. She'll be tickled to death with this one! ONLY $2.00

HOLLYWOOD CIGARETTE HOLDER

Measures 13½ inches from glowing end to the plastic tip of this comic cigarette-cigarette holder combination. You'll come on real cool—unless you happen to put the wrong end in your mouth! ONLY $1.00

TROPHY CUP

A loving cup mounted on a wooden platform on which is attached a metal plate inscribed "World's Greatest Lover." Measures 5 inches high and comes in a handy plastic container.

ONLY $2.00

STRING-BEAN TIE

The world's longest straight tie, this one measures a full 36 inches long. It can actually be worn—unless you happen to be under 36 inches long. ONLY $2.00

JUMBO BOW TIE

The largest tie in the world, it measures 12 inches long by 4 inches wide. You'll make a big hit with this one- ONLY $2.00

THREE-WAY MUSTACHE

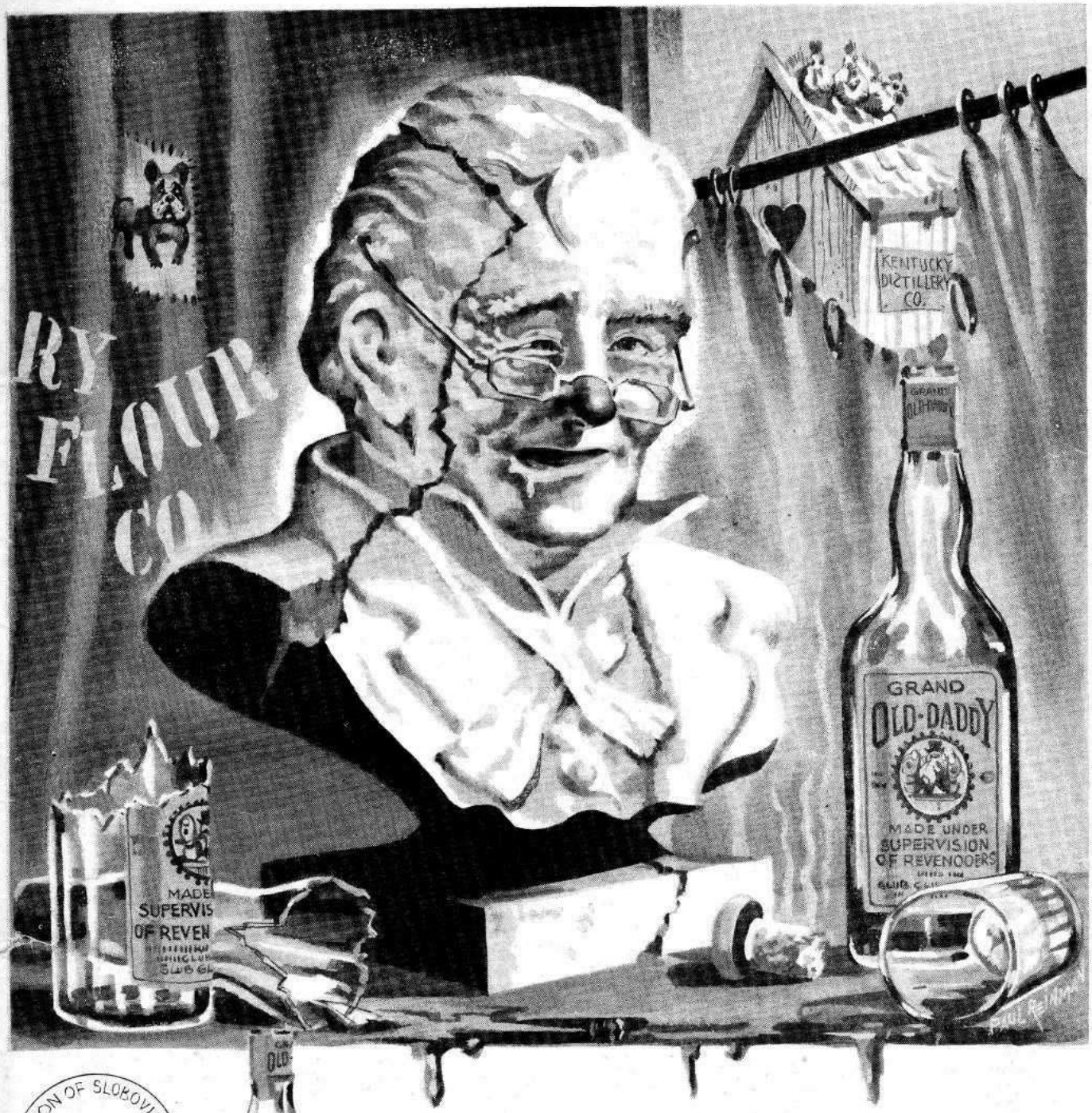
You can twist it, turn it, in fact you can make it into 3 completely different styles. It will make the girls warm up to you — especially if you kiss them while wearing it! ONLY $1.00

CRACKED FUN SHOPPE
45 WEST 45 STREET
NEW YORK 36, N. Y.

I enclose $..... for

....JUMBO BOW TIE
....STRING BEAN TIE
....CIGARETTE HOLDER
....THREE WAY MUSTACHE
....LOVER BOY MASK
....GLAMOUR GIRL MASK
....TROPHY CUP
....MINK BACK SCRATCHER
....MINK COAT

NAME
ADDRESS ZONE
CITY
STATE



The Bourbon Family Head

HOW PLEASANT IT IS to taste this fine, really smooth booze. You'll enjoy every drop as it burns its way down your throat. What a heritage! Every bottle is personally tasted by the bourbon family head. It's smooooth. As Grand Old Daddy puts it, "Thish shstuff ish sho good. I can drink it (hic) without holding the glash."

GRAND OLD DADDY

NATIONWIDE DISHTILLERS CORPORATION, BOTTLE CREEK, MICH.

*Affiliated with Moonshiners Local 23495

YOU TOO CAN BE POPULAR

Just cut out these items, follow the directions, and become POPULAR overnight, with this . . .

CRACKED CUT OUT POPULARITY KIT

MUSTACHE OF DISTINCTION

PASTE UNDER NOSE

DISTINGUISHED VAN DYKE BEARD

PASTE UNDER JAW

SNAPSHOT OF YOU HOLDING KIM NOVAK

PASTE YOUR PHOTOGRAPH ON AND IMPRESS GIRLS

POPULAR MAKE OUT LINES

PASTE ON SLEEVE SO YOU'LL REMEMBER WHAT TO SAY

- *Relax baby, you're tense!*
- *You're the only girl I've ever loved.*
- *There's nothing to be afraid of.*
- *I want you to trust me.*
- *Would I hand you a line?*
- *Remember, life is short . . .*
- *How else you gonna get to know me?*
- *I think I'll respect you even more!*
- *What if an H-Bomb should hit us tomorrow?*
- *I know you're not that kind of a girl!*
- *Aren't I good enough for you?*
- *I was only bending down to tie my shoelace!*

CLEFT TO PASTE ON CHIN

FOR THAT RUGGED LOOK

CAPPED WHITE TEETH

FOR A GOOD PASTE IN THE MOUTH

MANICURED FINGERNAILS

PASTE OVER YOUR OWN FINGERNAILS

SOPHISTICATED FRENCH CHAMPAGNE LABEL

PASTE OVER BOTTLE OF GINGER ALE

Brooks Bros.

CUSTOM MADE CLOTHING

SMART LABEL TO SUIT

SEW OVER YOUR OWN CHEAP LABEL

MEMBERSHIP CARD

SUBURBAN Country Club

is a member in good standing and thereby entitled to any and all privileges.

1961 PRESIDENT

MEMBERSHIP IN COUNTRY CLUB

FILL IN YOUR NAME AND IMPRESS EVERYBODY

$10,983,562.43

IMPRESSIVE BANK BALANCE

PASTE OVER YOUR OWN BANK BALANCE